LANDMARK DESIGNATION REPORT

Motor Row District

MICHIGAN AVENUE, PRIMARILY BETWEEN CERMAK ROAD AND THE STEVENSON EXPRESSWAY

PRELIMINARY LANDMARK RECOMMENDATION APPROVED ON APRIL 3, 2000
BY THE COMMISSION ON CHICAGO LANDMARKS

CITY OF CHICAGO
Richard M. Daley, Mayor

Department of Planning and Development
Christopher R. Hill, Commissioner

Motor Row District

1444, 1454, 1737, 1925, 2000 S. Michigan Ave.,
2200-2500 blocks of South Michigan Avenue,
2246-2342 S. Indiana Ave., and
2211-47 S. Wabash Ave.

Period of Significance: 1905-1936

Chicago's Motor Row District, which roughly parallels South Michigan Avenue between 14th and 24th streets, is considered to be the largest, intact early "motor colony" in the United States. "Automobile rows" had developed in numerous cities shortly after the turn of the last century, as car companies sought to create districts where the sale and repair of cars could become an easy urban shopping experience.

The range of buildings in Motor Row illustrates the evolution of the automobile showroom and other related product and service buildings—from their beginnings at the start of the 20th century through the 1930s. The buildings highlight the dramatic changes in automobile-related building types, from simple two-story structures used for display and offices, to multi-story buildings housing a variety of departments for the repair, storage, painting, and finishing of automobiles.

The oldest building, the Ford Showroom at 1444 S. Michigan Ave., dates from 1905. The names of the early auto companies, such as Buick, Hudson, Locomobile, and Premier, still are visible on the brick and terra cotta facades.

The "streetwall" formed by the continuous masonry fronts of these showroom buildings forms an indelible urban image of Chicago at the beginning of the 20th century, when the automobile became a standard feature of American life.

District Description

The proposed Motor Row District has two components: 1) a three-block-long area centering on Michigan Avenue, between Cermak Road and the Stevenson Expressway, and 2) five individual historic buildings located along Michigan Avenue between 14th and 21st streets.

There are 56 buildings in the proposed Motor Row District, the majority of which contribute to its historic character. Although the district's "period of significance" is 1905-36—when the last of its auto-related buildings was constructed—most of the structures were built between 1905 and 1915, a decade when the area first gained prominence as a location for automobile sales.

The historic name of the district dates to this period, when the area was referred to in newspaper articles, magazine stories, and

CHANGES ARE MANY ALONG 'MOTOR ROW'

Chicago's Great Automobile Center Much Extended During Last Year.

NOW FINEST IN AMERICA.

No Other City Probably Can Show So Much Capital in the Retail End.

Comparisons of Chicago's "motor row" of today and a year ago surprise visitors to the Coliseum show, for the last twelve months have witnessed a great upheaval along Michigan avenue, which has firmly established Chicago's reputation for having the largest motor colony in the country.

No other city possesses such a great "row," such a magnificent collection of buildings devoted to the retailing of motor cars and accessories, and it is doubted if any other city can show so much capital represented in the retail end of the business.

A year ago at this time the bold ones were beginning to invest at the southern end of the "row," the outposts of which at that time extended as far south as Twenty-sixth st. Now the south[illegible]ntinues at [illegible] avenue and [illegible] street [illegible] be[illegible]

A January 1911 *Chicago Tribune* article documented the development of Chicago's Motor Row district, the nation's largest "motor colony." Many of the buildings survive today.

advertisements as Chicago's "Motor Row." Another name, "Automobile Row," appears to date from the 1930s. Six large auto dealership structures—between four and six stories in height—anchor several of the corner lots in the district. These structures are interspersed with smaller showroom buildings—between one and three stories—that were constructed by speculators for use by auto dealers, automotive parts companies, and related businesses.

Unlike the earlier historic mansions they replaced, the buildings in Motor Row are constructed right up to the property lines, with no front- or side-yard setbacks. Construction methods varied from semi-mill to steel and reinforced concrete framing. The street facades, clad in brick or terra cotta with ornamental details, featured large display windows. Many of the names—or the initials—of the auto manufacturers are still visible on these facades.

The buildings remain generally intact, particularly at the upper levels. However, many of the windows have been back-painted or filled in with brick or aluminum, and many of the ground levels have been altered over time. There are virtually no curb cuts off Michigan Avenue; vehicular service is off of alleys or the adjacent streets of Indiana and Wabash.

Criteria for Designation

According to the Municipal Code of Chicago (Section 2-120-620 and -630), the Commission on Chicago Landmarks has the authority to make a preliminary recommendation of landmark designation for a building, structure, or district if the Commission determines it meets two or more of the stated "criteria for landmark designation," as well as possesses a significant degree of its historic design integrity.

The following should be considered by the Commission on Chicago Landmarks in determining whether to make a preliminary recommendation that the Motor Row District be designated as a Chicago Landmark.

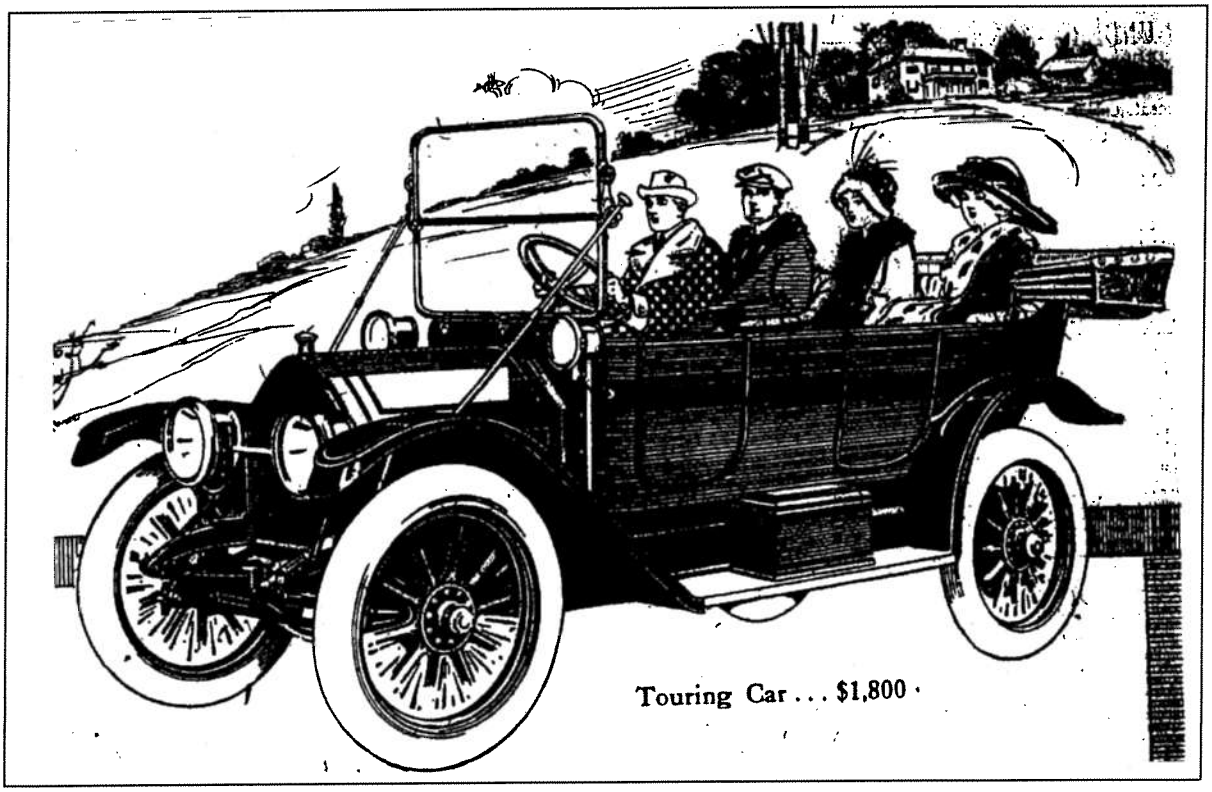
Criterion 1: Critical Role in History

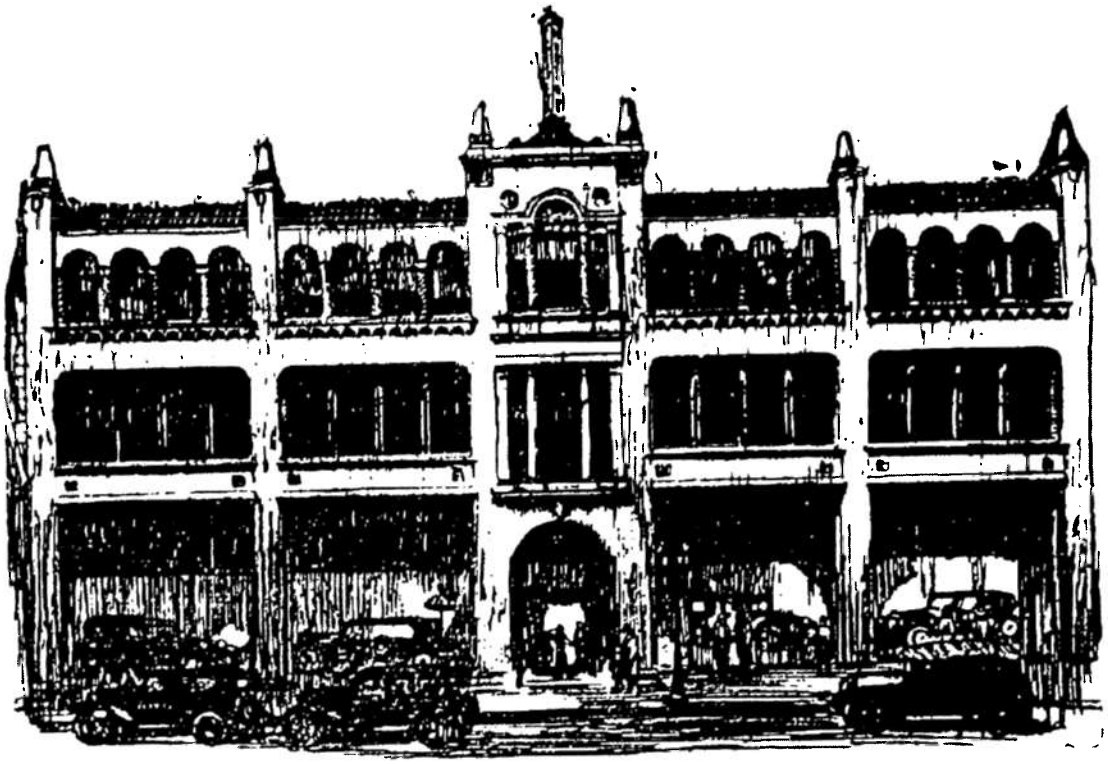
Its value as an example of the architectural, cultural, economic, historic, social or other aspect of the heritage of the City of Chicago, State of Illinois, or the United States

The Motor Row District on South Michigan Avenue provides an excellent illustration of the early development of the American automobile industry, including one of the first showrooms built by auto pioneer Henry Ford.

The automobile made its first appearance on Chicago streets in 1892. The following year, several models of automobiles were displayed at the World's Columbian Exposition. Interest was

The development of Chicago's Motor Row parallels the growth of the automobile industry. In just two decades, the auto had evolved from a cart mounted on two bicycles (left, the first car in Chicago, 1892) to the sophisticated touring cars that criss-crossed America (below, a 1912 ad for Cadillac). In 1902, there were 600 cars in Chicago. By 1925 there were nearly 300,000.





The Motor Row District also illustrates the evolution of the automobile showroom, from Henry Ford's first branch office in 1905 at 1444-46 S. Michigan Ave. (top) to the Hudson Automobile palace of 1923 at 2222 S. Michigan Ave. (above).

further heightened in 1895 by "America's First Automobile Race," which was sponsored by the *Chicago Times-Herald*. The winning entry ran the 52-mile, round-trip route from Chicago's Jackson Park to Evanston in just under eight hours—at an average speed of 6.7 miles per hour.

Nonetheless, at the turn of the century, automobiles still were considered "playthings for the wealthy," according to historian Robert Bruegmann, who notes there were only 600 cars in Chicago as late as 1902. (Two decades later there were almost 500 times as many cars in the city.) Most of these early cars were sold through bicycle dealerships or by carriage makers, such as the Studebaker Bros. Mfg. Co., which built a 10-story building in 1895 at 625 S. Wabash Ave. (altered).

Although the Studebaker Building was constructed to showcase the company's carriage, wagon, and harness departments, Bruegmann says:

> [It] almost immediately became the center of the Chicago auto trade as dealers moved into the area, accompanied by parts manufacturers and distributors. From these showrooms the dealers and their prospective buyers would drive the same routes taken by the carriages of the wealthy—that is, down Michigan Avenue and along the grand tree-lined boulevards parallel to it.

The city's first "automobile agent," Ralph Temple, established an Oldsmobile dealership at 293 S. Wabash Ave. (demolished) in 1899, according to *Moran's Dictionary of Chicago*. However, the first building to be constructed in Chicago for the sale of automobiles was a one-story structure at the northwest corner of 14th and Michigan Avenue. Built in 1902 for Barney Sykes' American Locomobile Company, its main feature was a large band of glass showroom windows. It also has been demolished.

In 1905, pioneering auto manufacturer Henry Ford (1863-1947) built a two-story dealership at 1444-46 S. Michigan Ave. (#1 in catalog and map). It was one of the first Ford branches to be built outside of Detroit, Mich., where the factory was located. The company had been incorporated in June 1903, and by 1906 it had built branch stores in Boston, Buffalo, Chicago, Kansas City, New York, and Philadelphia.

At a time when automobiles were virtually hand-built with individually machined parts, Ford was revolutionizing car manufacturing by adopting the use of standardized parts and assembly-line techniques. By doing so, according to *America Adopts the Automobile, 1895-1910*, he was able to produce "the first low-priced automobile that gave as good or better service than the much more expensive cars of the period."

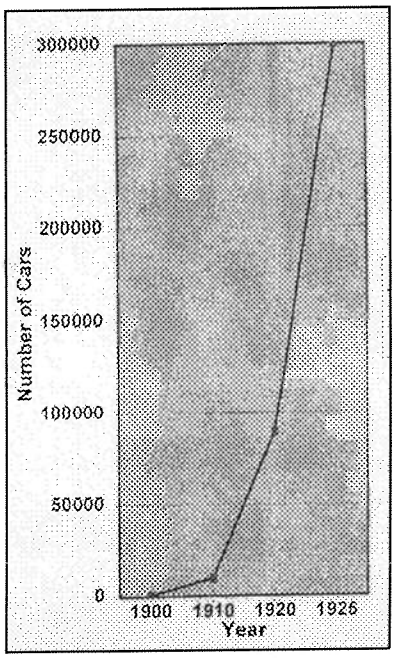
Chicago contractor Henry Ericsson recalled meeting with Henry Ford to discuss the construction of the branch showroom

on South Michigan Avenue in Motor Row. In his memoir, *60 Years a Builder*, Ericsson said:

> Chicago seemed to hold a thrill for Ford, though I imagine the sight that made the deepest impression upon his mind was the beeves and hogs moving along overhead carriage lines through the packing plants [of the Chicago Stockyards].

In his own autobiography (1922) Ford, in fact, credits this visit for showing him the potential of the assembly-line process. "The idea came in a general way from the overhead trolley that the Chicago packers used in dressing beef," Ford recalled.

By 1913, thanks to the phenomenal popularity of the Model-T, Ford was producing 202,667 cars a year, compared to the second-place company's total of 37,422 (Willys-Overland). That same year, Ford moved its Motor Row showroom into larger quarters at 39th and Michigan.



The number of passenger automobiles registered in Chicago zoomed from 600 in 1902 to nearly 300,000 in 1925.

Nonetheless, Henry Ford's original decision to build on Michigan Avenue appears to have been very influential with local developers. Within five years, dozens of new buildings for automotive concerns had been erected in a mile-and-a-half-long corridor between 12th and 26th streets. Ten of the earliest buildings were developed by a group of four individuals whose investments helped transform South Michigan Avenue into Chicago's "Motor Row."

John P. Wilson (1844-1922) built the Ford showroom and leased it to the company for its branch agency. His numerous land transactions in the area north of Cermak Road caused him to be referred to, in a 1905 article, as "one of the heaviest investors in Michigan Boulevard frontage." Most of his early buildings have been demolished.

Developer Ferdinand Peck (1848-1924), who built the Auditorium Theater in 1890, lived at 1826 S. Michigan Ave. As a result, the building he commissioned in 1911 for the B.F. Goodrich Building at 1925 S. Michigan Ave. (#4) was designed with elegant Second Empire styling in order to blend in with the ornate residences on the street.

Bryan Lathrop (1844-1916) built four of the surviving buildings in Motor Row (catalog #15, 17, 18, and 24). Lathrop's own house at 120 E. Bellevue Pl. (1892; McKim, Mead & White) is a designated Chicago Landmark.

Finally, attorney Alfred Cowles (1865-?) was responsible for developing an impressive row of automobile buildings at 2301-13 S. Michigan Ave. (#33, 34, 35).

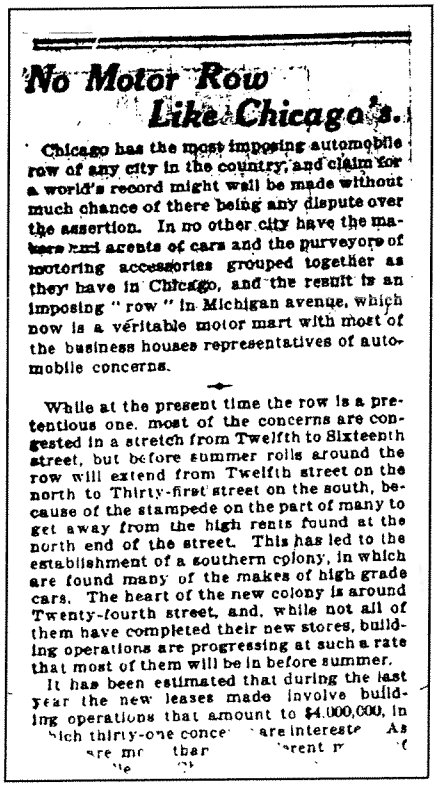
There were 12,926 passenger automobiles registered in Chicago in 1910, compared to 58,000 horse-drawn vehicles. By 1920, the number of cars had grown to 90,000 and, just five years later, it had soared to nearly 300,000. (In contrast, the number of horse-drawn vehicles had dropped to 18,000.) Many of these early automobiles had been sold on Chicago's famed Motor Row.

The Chicago Sunday Tribune.

First Fall Show of Chicago Automobile Trade Association Opens: Big Parade Finds "Motor Row" in a Blaze of Electric Radiance.

Unique Features Abound in Exhibition; A "Trackless Trolley" Line to Convey Visitors Free Over Circuit, a Fortune Spent in Lighting Up the Street, and 100 of the Largest Auto Concerns in the City Are Behind Exhibits Which Tell in an Interesting Way the Latest Chapter in the History of Motor Production; Dealers Putting Forth Every Effort to Make This One of the Greatest Showings of New Models in History of the Business.

Motor Row at Night, Showing Lighting Effects



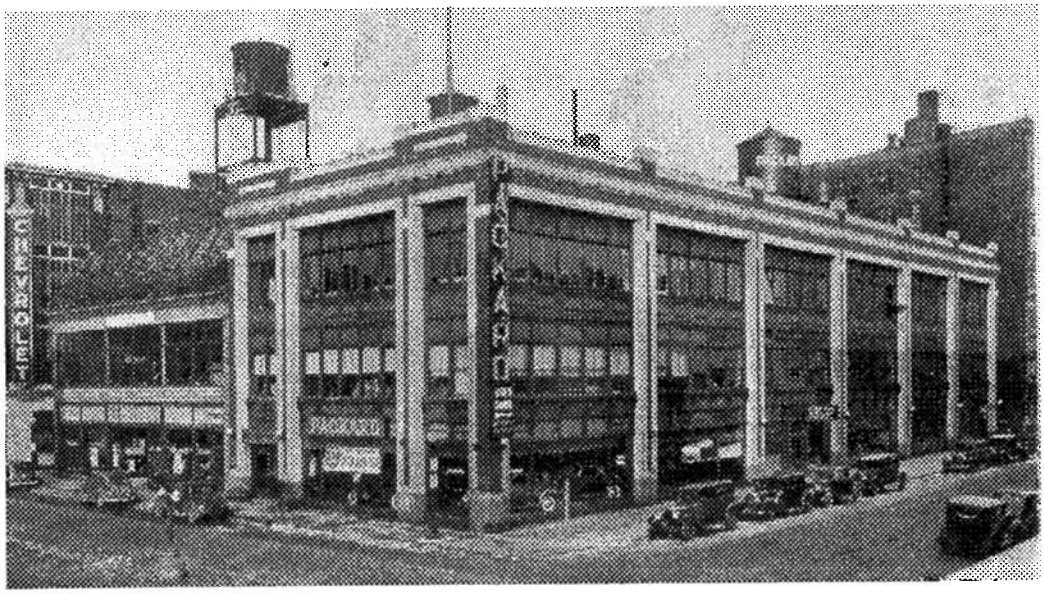
No Motor Row Like Chicago's.

Chicago has the most imposing automobile row of any city in the country, and claim for a world's record might well be made without much chance of there being any dispute over the assertion. In no other city have the makers and agents of cars and the purveyors of motoring accessories grouped together as they have in Chicago, and the result is an imposing "row" in Michigan avenue, which now is a veritable motor mart with most of the business houses representatives of automobile concerns.

While at the present time the row is a pretentious one, most of the concerns are congested in a stretch from Twelfth to Sixteenth street, but before summer rolls around the row will extend from Twelfth street on the north to Thirty-first street on the south, because of the stampede on the part of many to get away from the high rents found at the north end of the street. This has led to the establishment of a southern colony, in which are found many of the makes of high grade cars. The heart of the new colony is around Twenty-fourth street, and, while not all of them have completed their new stores, building operations are progressing at such a rate that most of them will be in before summer.

It has been estimated that during the last year the new leases made involve building operations that amount to $4,000,000, in which thirty-one concerns are interested. As are more than [illegible]

From the first decade of the 20th century through the 1930s, Chicago's Motor Row was one of the premier automobile sales districts in the United States. Nearly 100 different "makes of pleasure and commercial cars" were represented in the district at the time of a 1910 *Chicago Sunday Tribune* article (left). Top: a night time view of Michigan Avenue as it was decorated for the 1911 Auto Show.



By the mid 1910s, the Motor Row District had expanded south to 24th Street, where the Packard (since demolished), and Chevrolet showrooms were located (top). The area remained the city's top destination for auto shopping through the 1930s, as seen in this photo during "Auburn Demonstration Week" in 1932, looking north from 2401 S. Michigan Ave.

The Motor Row District features the largest intact collection of early automobile dealerships and related businesses in the United States.

Within a few years of the development of the first auto dealerships, a new type of commercial district had begun to merge in cities across the country, the so-called "automobile row." According to Chester Liebs, this new Main Street was:

> . . . lined by walls of buildings whose shop windows, instead of being crammed full of jewelry, clothing, hardware, or groceries, showcased a single product—automobiles. By walking, driving, or riding a trolley down the street, shoppers could survey the latest cars available, while gaining an impression of dealers and the companies they represented from the appearance of their buildings.

A *Chicago Sunday Tribune* article on February 6, 1910, beneath the headline of "No Motor Row Like Chicago's," noted with pride that:

> Chicago has the most imposing automobile row of any city in the country, and claim for a world's record might well be made without much chance of there being any dispute over the assertion. In no other city have the members and agents of cars and the purveyors of motoring accessories grouped together as they have in Chicago, and the result is an imposing "row" in Michigan Avenue, which now is a veritable motor mart with most of the business houses [sic] representatives of automobile concerns.

A year later, the *Tribune* (January 29, 1911) ran an article with the headline, "Changes Are Many Along 'Motor Row:' Now Finest in America." Included was a chart of the 116 "different makes of pleasure cars" that were being handled by Chicago dealers. Virtually all were being sold by one of the auto showrooms located along Motor Row, which then stretched between 12th and 26th streets. The article went on to note:

> Michigan Avenue has firmly established Chicago's reputation for having the largest motor colony in the country....No other city possesses such a grand "row," such a magnificent collection of buildings devoted to the retailing of motor cars and accessories.

Although remnants of early "automobile rows" survive in several other large American cities, none appears to be as large or intact as Chicago's Motor Row.

Boston's Commonwealth Avenue, for example, features a one-mile stretch of auto-related buildings between Kenmore Square and Brighton Avenue ("Packard's Corner"). Several dealerships survive, including an early structure designed by famed industrial architect Albert Kahn. However, its auto-related buildings are fewer in number, approximately 20, and are interspersed with other structures, including apartment buildings and churches.

Washington, D.C., features a dozen auto-related structures in a three-block stretch of 14th Street. Its oldest car sales building dates from 1904. A few spectacular auto showrooms also survive along San Francisco's Van Ness Boulevard, but they date to the 1920s. Smaller automobile rows appear in other cities, but, none appear to be as large or intact as Chicago's Motor Row.

Dealerships and showrooms for most of the auto industry's earliest and most-famous manufacturers are featured in the Motor Row District.

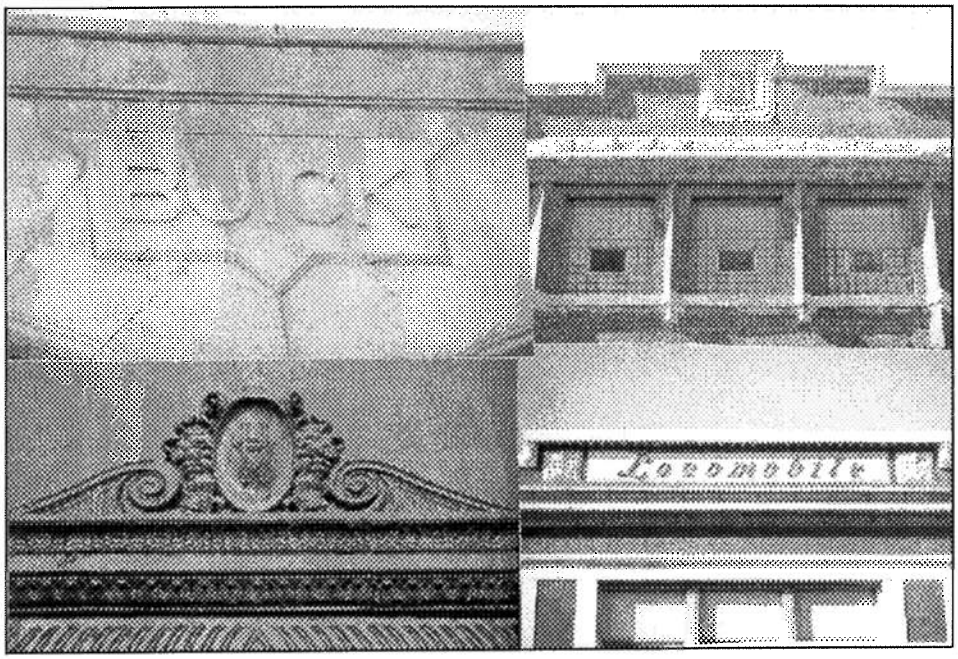
At its peak, as many as 116 different makes of automobiles were being sold on Motor Row. Some of the companies are familiar names, such as Buick, Cadillac, Fiat, and Ford. Others, however, are unfamiliar to the modern motorist, even though they ranked as among the top auto producers of their day. This list includes: Hudson, Locomobile, Marmon, Packard, Pierce-Arrow, Rambler, Stanley Steamer, and REO, the maker of the famed "Speedwagon."

The oldest dealership in the Motor Row District was opened in 1905 by Henry Ford (catalog #1). (The building is thought to be the oldest one surviving that was constructed specifically as an auto showroom.) At the time, the Ford Motor Co. ranked fourth in U.S. auto production—with 1,600 cars nationally—behind Oldsmobile (6,500), Cadillac (3,900), and Rambler (3,800).

Motor Row's second oldest dealership (#2) was opened by the Buick Motor Co. in 1908. By this time Buick had become the nation's leading auto producer (with 8,500 cars), closely followed by Ford (6,200) and Cadillac (2,380).

Chicago's first Cadillac dealership (#17) dates to 1909, which is when Motor Row experienced its greatest construction boom. Other auto company showrooms built between 1909 and 1912 include ones for: Cunningham (#25), Fiat (#24 and 39), Locomobile (#5), Maxwell (#3), Pierce Arrow (#19), Premier (#29), Rambler (#44), and Thomas Flyer (#36). According to *The American Car Since 1775*, all of these were considered to be among the major auto producers of the first decade of the 20th century.

Many of the buildings constructed in Motor Row after 1912 were larger-scale replacements for the early showrooms. Five-story structures were built for Packard in 1915 (#15) and Cadillac in 1919 (#45), while two-story showrooms for Cole (#40) and Locomobile (#23) were constructed in 1923 and 1925. The Hudson (#9)



Directory of Agencies Supplying Chicago Trade

CAR.	REPRESENTATIVE. ADDRESS.
Acme	G. L. Scholfield, 1306 Michigan-av.
Autocar	Levy & Hipple Motor Co., 1467 Michigan-av.
Auburn	Adams & Engs, 1712 Michigan-av.
Apperson	Joseph F. Gunther Co., 1240 Michigan-av.
Alco	Amer. Loco. Auto. Co., 1201 Michigan-av.
Austin	Austin Automobile Co., 1420 Michigan-av.
Aerocar	Cornish-Friedberg Co., 1233 Michigan-av.
Babcock electric	Babcock Elec. Car. Co., 1328 Michigan-av.
Baker electric	Baker Elec. Veh. Agcy., 1714 Michigan-av.
Berliet	Berliet Import Co., 2035 Michigan-av.
Buick	Buick Motor Co., 1452 Michigan-av.
Bendix	Bendix Co., 49th-st. and Bloomingdale-rd.
Brownlekar	Emanuel Lascaris, 1238 Michigan-av.
Cadillac	Cadillac Auto. Co. of Ill., 1312 Michigan-av.
Cartercar	Charles Hammerly, 1305 Michigan-av.
Chalmers-Detroit	Levy & Hipple Motor Co., 1467 Michigan-av.
Corbin	Bird-Sykes Co., 1470 Michigan-av.
Columbus electric	Walden W. Shaw Co., 2035 Michigan-av.
Crawford	J. H. Seek, Fisher building.
Climax Truck	F. Wolf, 1417 Lakeside-pl.
Dorris	Charles P. Root, 1806 Michigan-av.
Diamond T	Diamond T Mot. Car Co., 1223 Michigan-av.
Detroit electric	Ralph Temple Auto. Co., 1219 Michigan-av.
De Luxe	C. A. Coey & Co., 1424 Michigan-av.
Duer	Chicago Coach & Car. Co., 1223 Michigan-av.
E-M-F	Githens Bros. Co., 1328 Michigan-av.
Elmore	Owen Fay, 242 Michigan-av.
Frayer-Miller	Adams & Engs, 1712 Michigan-av.
Ford	Ford Motor Co., 1444 Michigan-av.
Franklin	Franklin Automobile Co., 1450 Michigan-av.
Falcon	J. M. Larsen, Inc., 1832 Arlington-pl.
Glide	G. E. Holmes & Co., 1502 Michigan-av.
Grout	H. E. Harbert, 437 Douglas Park-blvd.
Gyroscope	S. H. Peterson Auto. Co., 1227 Michigan-av.
Great Smith	Park Auto. Co., 891 Fifty-first-st.
Great Western	Great West. Mot. Car Co., 1326 Michigan-av.
Gaeth	F. Wolf, 1417 Lakeside-pl.
Haynes	Haynes Automobile Co., 1702 Michigan-av.
Halladay	Rufus T. Brady, 1421 Michigan-av.
Holsman	Holsman Automobile Co., 98 Jackson-blvd.
Jackson	Ralph Temple Auto. Co., 1219 Michigan-av.
Jewel	S. H. Peterson & Co., 1229 Michigan-av.
Kisselkar	Kissel Motor Co., 1337 Michigan-av.
Knox	Knox Automobile Co., 1458 Michigan-av.
Lozier	Levy & Hipple Motor Co., 1467 Michigan-av.
Locomobile	Locomobile Co. of Amer., 1354 Michigan-av.
Matheson	Bird-Sykes Co., 1470 Michigan-av.
Mora	Manhattan Motor Car Co., 1329 Michigan-av.
Maxwell	Maxwell-Brisco-Chgo. Co., 1407 Michigan-av.
Mitchell	Mitchell Automobile Co., 1466 Michigan-av.
Moline	Moline Automobile Co., 1218 Michigan-av.
Monitor	Monitor Auto. Works, 1592 No. Halsted-st.
Meteor	Meteor Motor Car Co., 1233 Michigan-av.
Midland	Kramer Motor Car Co., 1111 Evanston-av.
Oldsmobile	Olds Motor Works, 2031 Michigan-av.
Overland	Overland Motor Co., 1413 Michigan-av.
Oakland	Centaur Motor Co., 1725 Michigan-av.
Petrel	R. D. Loose, 1508 Michigan-av
Pierce Arrow	H. Paulman & Co., 1430 Michigan-av.
Packard	Chicago Motor Car Co., 1615 Michigan-av.
Premier	Webb Jay Motor Co., 236 Michigan-av.
Palmer & Singer	Palmer & Singer Mfg. Co., 1321 Michigan-av.
Pierce Racine	Pierce Engine Co., 1421 Michigan-av.
Peerless	Tennant Motor, Limited, 1449 Michigan-av.
Pullman	Pullman Moto Vehicle Co., 324 Dearborn-st.
Pittsburg Six	Fort Pitt Motor Mfg. Co., 1425 Michigan-av.
Pope-Hartford	E. W. Churchill, 497 North Wells-st.
Reo	Reo Automobile Co., 1218 Michigan-av.
Rambler	Thomas B. Jeffery & Co., 1464 Michigan-av.
Royal Tourist	Royal Motor Car Co., 1263 Michigan-av.
Renault	Renault Freres Branch, 1549 Michigan-av.
Reliable Dayton	Reliable Dayton Mot. Car Co., 21 N. May-st.
Rapid truck	Ralph Temple Auto. Co., 1219 Michigan-av.
Rauch & Lang elect.	C. P. Kimball Co., 315 Michigan-av.
Richmond	Racine Boat Mfg. Co., 1610 Michigan-av.
Regal	G. E. Holmes & Co., 1502 Michigan-av.
Reliance truck	Moore & Babcock, 390 Wabash-av.
Ricketts	Speedwell Motor Car Co., 1352 Michigan-av.
Randolph truck	Randolph Motor Car Co., 175 E. Randolph-st.
Stevens Duryea	Louis Geyler, 1532 Michigan-av.
Stoddard-Dayton	McDuffee Automobile Co., 1503 Michigan-av.
Simplex	Palmer & Singer Mfg. Co., 1321 Michigan-av.
Silent Knight	Knight & Kilbourne, 1238 Michigan-av.
Stearns	Western Motor Car Co., 1412 Michigan-av
Studebaker	Studebaker Bros. Mfg. Co., 378 Wabash-av.
Stanley steamer	Stanley Motor Car Co., 2335 State-st.
Speedwell	Speedwell Motor Car Co., 1353 Michigan-av.
Schacht	Cornish-Friedberg Co., 1233 Michigan-av.
Thomas	Walden W. Shaw Co., 2035 Michigan-av.
Tincher	Tincher Motor Car Co., 1218 Michigan-av.
Triumph	Christopher Bros., 1049 Sheffield-av.
Velie	Velie Motor Car Co., 1615 Michigan-av.
Winton	Winton Motor Car. Co., 1259 Michigan-av.
Welch	G. E. Holmes & Co., 1502 Michigan-av.
Waltham	Waltham Motor Car Co., 433 Wabash-av.
Woods electric	Woods Motor Vehicle Co., 1408 Michigan-av.
Waverley electric	S. H. Peterson Auto. Co., 1229 Michigan-av.
White	White Co., 240 Michigan-av.

At its peak, as many as 116 different makes of automobiles were sold along Motor Row, ranging from such now famous companies as Buick, Cadillac, Fiat, and Ford to now-vanished brands, including Hudson, Locomobile, Marmon, Rambler, Stanley Steamer, Thomas Flyer, and REO, the maker of the famed "Speedwagon." Top: Trademarks of a few of the auto companies visible on Motor Row buildings. Above: a list of dealerships from a 1909 *Tribune* article.

and Marmon (#10) car companies built lavish showrooms in 1922. At the time, Hudson was the nation's 7th largest auto producer, with 64,500 cars.

The redevelopment of South Michigan Avenue as "Motor Row" marked a significant cultural change for one of the city's most elite residential enclaves.

Following the Fire of 1871, Michigan Avenue was designated as a "boulevard," which furthered its development as an extension of the exclusive residential district farther north, facing Grant Park. The street quickly was developed with mansions, rowhouses, and churches.

The character of South Michigan Avenue, however, began to change rapidly at the turn of the century, when many residents began to relocate to areas farther from the noise and dirt of the city. One factor that hastened the street's transformation, ironically, was Michigan Boulevard's reputation as one of the best-paved streets in the city. As the *Standard Guide to Chicago for the Year 1891* noted:

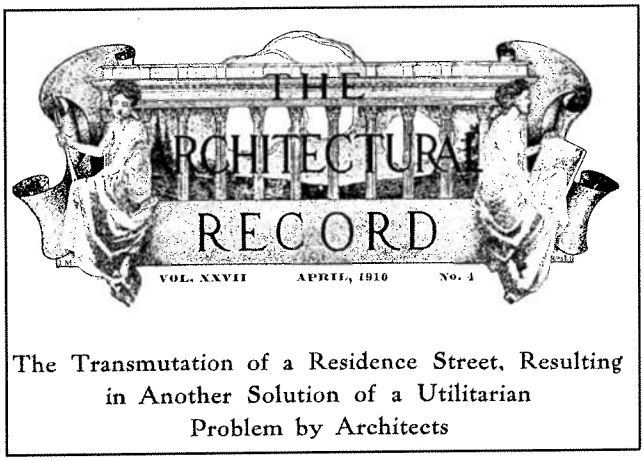
> The roadway is as level as the top of a billiard table, and the clickety-clack of the horse's feet over the well-kept pavement is music to our ears.

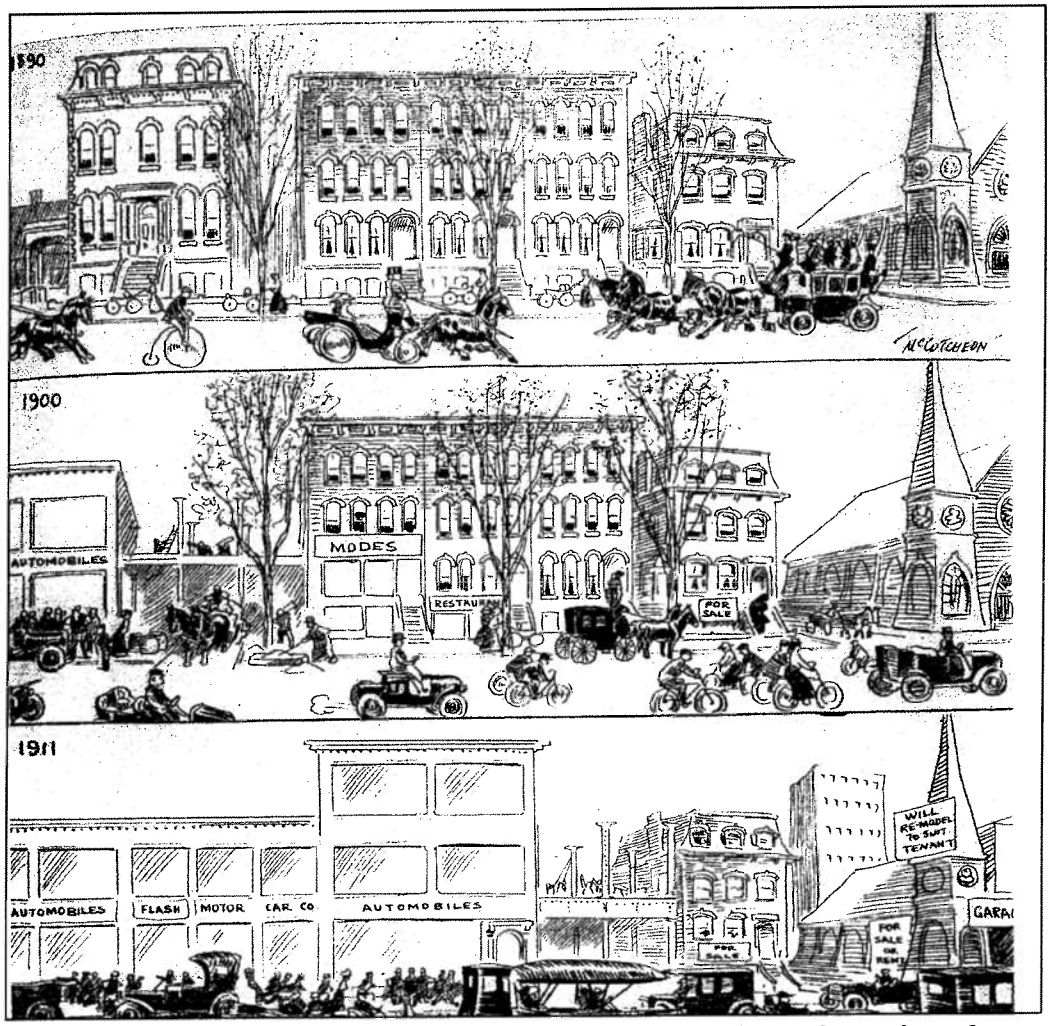
The smooth driving surface of Michigan Boulevard—which was termed "the longest and best automobile course in any city of this country"—also became music to the ears of the city's first auto dealers, who began using it as a route to try out cars for prospective customers. This use also brought to the dealers' attention the street's advantages as a close-to-the-Loop location for auto showrooms and auto-related buildings and offices.

In 1904, developer John P. Wilson purchased the mansion of saddle manufacturer George Hankins at 14th and Michigan. Within months, he had replaced it with two new buildings, one for Henry Ford's new auto dealership (#1), the other for Harvey Firestone's tire dealership (since demolished). Within two years, dozens of other owners had torn down their houses and built auto stores, which were quickly rented to auto companies. According to an article in *The Architectural Record* (1910):

> The 'auto' people from all over the city then began to besiege the property owners for more sites and buildings. . . many of the old families are in a panic to get away from the street. . . . Lots are selling at $600 a front foot.

The contrast between the historic masonry buildings and "the shiny new facades, blatantly commercial advertisements, and enormous glass windows of the automobile buildings could not have been greater," notes historian Robert Bruegmann. "By 1905 . . . the new automobile buildings started to rip into the urban fabric with a vengeance."


THE
ARCHITECTURAL
RECORD
VOL. XXVII APRIL, 1910 No. 4
The Transmutation of a Residence Street, Resulting in Another Solution of a Utilitarian Problem by Architects



This 1911 drawing by John McCutcheon depicts the rapid transformation of South Michigan Avenue from a stately residential boulevard to "Motor Row," one of the premier automobile districts in the country. Top: This headline from *Architectural Record* magazine in 1910 accompanied an article on Motor Row's new auto-related building designs. The author described the thoroughfare as "the longest and best automobile course in any city in the country."

2220 South Michigan Avenue

The New Hudson and Essex Service and Sales Building

Formal Opening Tuesday, January 2, 1923

AS one of the largest and finest establishments of its kind in the country, the new building of the Hudson and Essex is well worthy a visit of inspection. Motorists are cordially invited to call at their convenience, either at the Formal Opening or thereafter.

NOT only is the Sales and Display Room attractive and pleasant, but the Service Department is so equipped and arranged that the promptest, most thorough and most economical service can be assured to owners.

With these new facilities at his disposal the Hudson or Essex owner will have a still further reason for satisfaction with his motor car.

HUDSON MOTOR COMPANY OF ILLINOIS
(New Address)
2220 SOUTH MICHIGAN AVENUE
CALUMET 6000

$1165

You Can Afford Winter Closed Car Luxury

WE mean *the utmost* in satisfaction and comfort in a closed car.

We mean that you can now secure, in the new Jeffery "Four" with the Jeffery Demountable Sedan, *for the first time* a detachable winter body which, first of all, cannot be distinguished in appearance from the most costly limousine.

We mean this literally.

There are on the Jeffery Demountable Sedan no curtains, no flaps, no buttons, no unsightly bolts or attachments. The lines of the body and the top blend perfectly.

Each Jeffery Top Is a Custom Job

Each Jeffery Demountable Sedan is built, fitted finished and trimmed for the particular car upon which it is to be mounted. It is built of the same highest grade materials used in the Jeffery Sedan which sold for $2,250.00. It has the same roof of laminated wood, the same body built of metal, the supports and sills are all of the most substantial construction, making a body of greatest permanence and strength; yet so light is the body that it adds only about one hundred pounds to the weight of the car with the summer top.

The interior detail and trim are of the same high quality—the best. Crystal plate drop windows, silk portiere curtains, dome light, etc., all are the best.

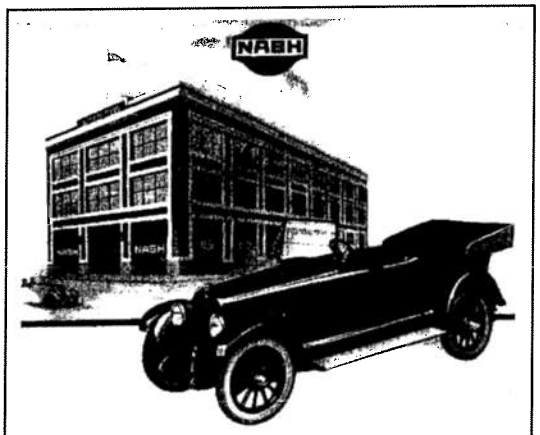
Yet the Winter Body Is Yours at an Added Cost of But $165

So much for the winter body. Now for the car upon which it is mounted:

The various cars which you might buy for 1918 have now practically all been announced. The "field is at the post," but in all the confusion of claims and prices, the one conspicuous fact is that the new Jeffery "Four" is not only the first, but today it is the only automobile of its *quality, size* and *efficiency* to sell at a $1000 price.

Jeffery "Four" Seven Passenger	$1,035
Without Auxiliary Seats	1,000
Jeffery Light "Six", now	1,350
The Jeffery "Four" with the Jeffery Demountable Sedan Body	1,165
The Jeffery Light "Six" with Demountable Sedan Body	1,650

CENTAUR MOTOR COMPANY
A. M. Robbins, President
2246-2248 Michigan Ave. Telephones: Calumet 4631-2-3-4



NEW **NASH** HOME AT 2000 MICHIGAN AVENUE

Nash passenger cars on display at the show and the powerful Nash trucks now occupy a splendid new building conveniently located in the heart of Chicago's motor row.

This new Nash sales and service headquarters is one of the finest buildings of its kind in the country and is a striking testimonial to the favor which Chicago buyers have always accorded these high grade Nash products.

It is completely equipped with generous and most modern facilities for giving immediate and skilful attention to the requirements of Nash owners and for continuing that high type of service which Chicago Nash owners have enjoyed in the past.

The Nash Six in the use of Chicago owners has clearly demonstrated the great power, economy, and dependability of its Perfected Valve-in-Head Motor, as it has in the hands of thousands of owners throughout the country.

In the new Nash Four with Perfected Valve-in-Head Motor these qualities are as pronounced for a car of its type. The Nash Four is in every way a worthy companion of the Nash Six.

You are cordially invited to inspect these fine motor car values at the show and in their new home.

CHICAGO NASH COMPANY
NASH SALES COMPANY

N A S H

COLE AERO EIGHT

WHY and HOW

-o- REBUILT -o-

15,000 MILES ON TIRES
50% Greater Fuel Efficiency
Zero-Balance Roadability
Less Annual Depreciation

COLE MOTOR COMPANY
2325 MICHIGAN AVENUE
TELEPHONE CALUMET 2323
CHICAGO

A sampling of advertisements for Motor Row auto dealerships during the first two decades of the 20th century. Although none of these companies remain in business, all of the buildings that housed them survive in the district.

A three-panel drawing by famed *Chicago Tribune* cartoonist John McCutcheon sums up the "evolution" of Michigan Boulevard into Motor Row. The top panel, dated 1890, shows a stretch of mansions, rowhouses, and churches. Carriages and bicyclists fill the street. By the middle section (1900) a new auto dealership is under construction, and the final panel (1911) depicts a rush of automobiles along a street now lined by automobile showrooms.

Virtually all of the mansions on this section of Michigan Avenue had disappeared by World War II. One of the few remaining examples is the Kent House, 2944 S. Michigan Ave. (1883), which is a designated Chicago Landmark.

Criterion 4: Important Architecture

Its exemplification of an architectural type or style distinguished by innovation, rarity, uniqueness, or overall quality of design, detail, materials, or craftsmanship.

The architecture of the Motor Row District reflects the design evolution of automobile showroom buildings from the beginning of the auto industry—at the outset of the 20th century—to the 1930s, when the automobile had become a standard consumer item of American culture.

The earliest buildings on Motor Row, architectural historian Robert Bruegmann notes, "had quite a bit in common with stables, which were often used as garages and repair shops in the auto's earliest years." The vast majority of these so-called "automobile stores" were one to three stories in height with large glass showroom windows.

Their facades usually adhered to the typical "storefront-cornice" style of commercial buildings of the period, according to cultural historian Chester Liebs. They generally were constructed of glazed brick or, as one critic observed, "enameled terra cotta in tints either white or buff." These materials enabled the use of minimal ornament, classical-style details, or—most often—an inscription of the name of the car company.

In describing a common automobile building of the period, architectural historian Bruegmann observes:

> Through the plate glass windows on the ground floor, customers approaching the building would have seen automobiles displayed. . . . The rear was devoted to service and storage. The ground floor was open except for a wash rack and combination turntable and wash rack. Cars from the storage areas above would be brought down by elevator, turned on the turntable, and driven out the rear door into the alley to reach the city streets. All the upper floors were primarily open. Some of the space was probably used for the storage and sale of parts, the rest for the storage and repair of automobiles.

(1905-1910)

The oldest remaining showroom on Michigan Avenue was built for the Ford Motor Company (catalog #1). By August 1905, the company's directors had decided to establish its first branches outside of Detroit, identifying Chicago as one of the key cities. Although Chicagoan John Wilson developed the building at 1444-46 S. Michigan, it is clear from Henry Ericsson's description in *Sixty Years A Builder* that Henry Ford himself and company executive James Couzens actively participated in the planning of the branch building.

Designed by architect Christian Eckstorm, the building's appearance and dimensions are typical of the very earliest automobile showrooms. A two-story high, brick building, it fills its 50-foot-wide by 180-foot-deep lot. Large display windows dominated the ground-floor exterior, with a band of eight windows at the second floor. A showroom and offices occupied the front third of the ground floor, while a repair shop was located to the rear. The upper story was used for parts storage.

An article in a 1908 issue of the *Ford Times*, the company magazine, indicated that the Chicago showroom was one of their most important locations, stating: "Chicago is one of our largest branches and this year will dispose of more than a million dollar's worthy of Model 'T's."

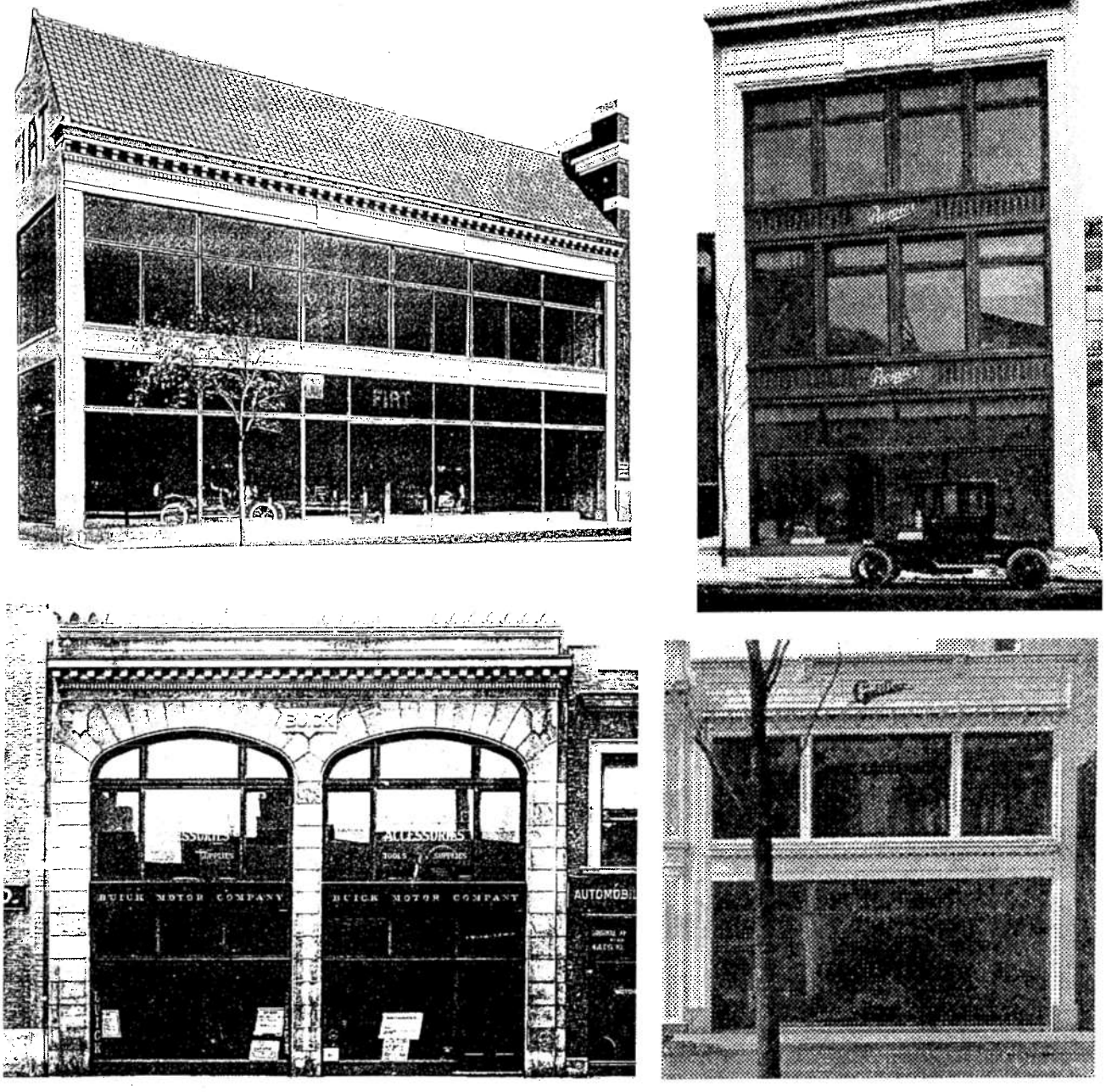
The Buick Motor Car Company followed Ford's lead and built its showroom—also designed by Eckstorm—two storefronts to the south at 1454 S. Michigan (catalog #2). Two-stories tall, its dimensions and uses were similar to that of Ford's. Its facade, however, is of stone and is divided into two bays by two-story-high arches. The "Buick" logo still highlights the facade.

"A quintessential early auto facility," according to the *AIA Guide to Chicago*, is the Locomobile Showroom at 2000 S. Michigan Ave. (1909; #5). It features a reinforced concrete structure trimmed in brick and terra cotta. Other examples from this period include: the Premier Auto Car Co. Building, 2329 S. Michigan Ave. (1909; #29; see photo, p. 18), in which huge plate-glass display windows are surrounded by a green-and-white, terra cotta "picture frame;" two buildings at 2309-13 S. Michigan Ave. (1915; #33 and 34) that the *AIA Guide* says "reveal lively uses of terra cotta;" and the McNaull Tire Company at 2120 S. Michigan (1911).

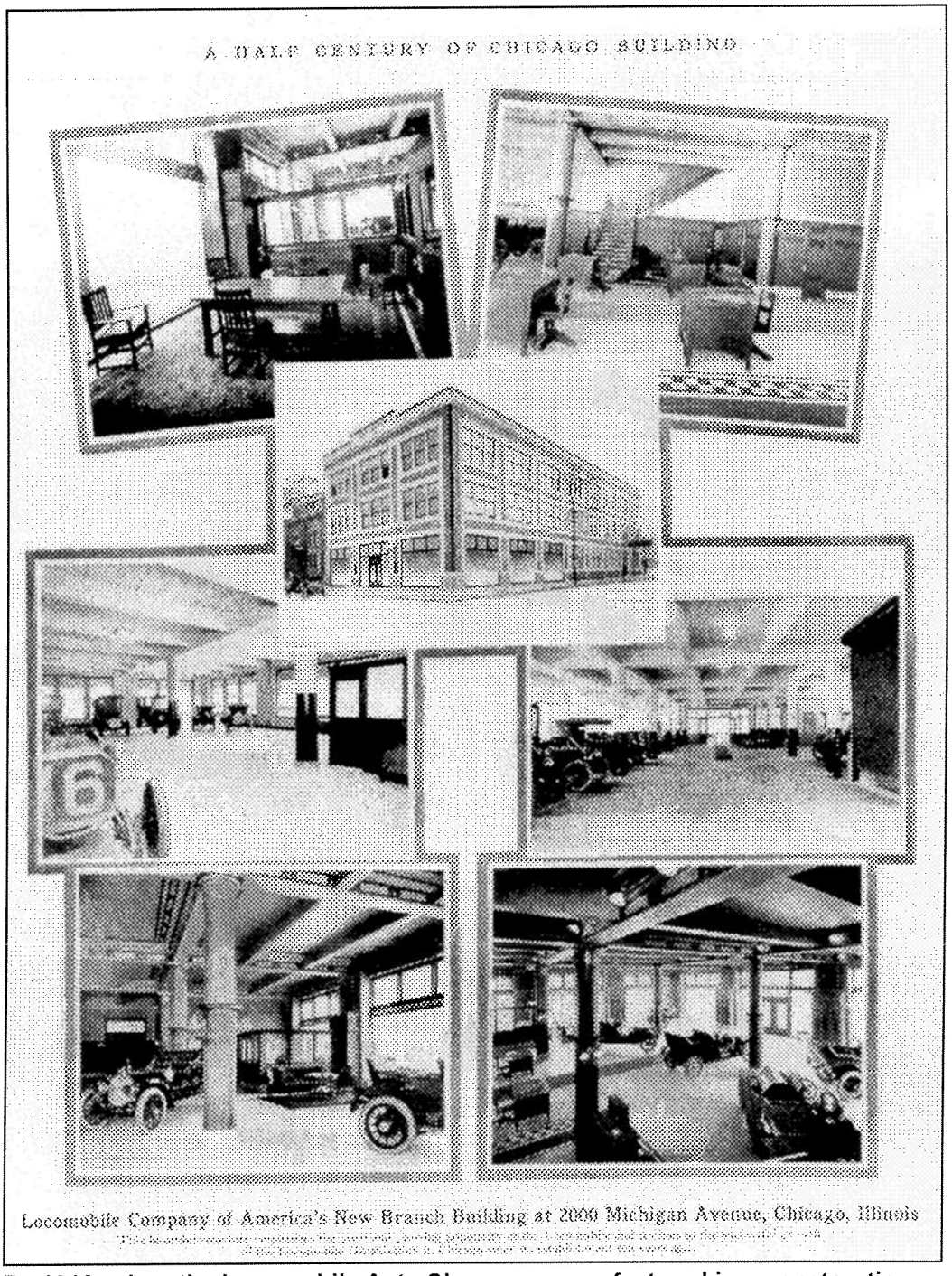
[The last structure is already a Chicago Landmark , not because of its auto associations but due to its fame during the 1950s and '60s—as the home to Chess Records, one of most influential recording studios for early blues and rock n` roll music.]

One advantage of Michigan Avenue as a location for auto showrooms was its deep 180-foot lots, fronting either on Wabash or Indiana avenues. An article in *Brickbuilder* magazine in 1913 noted that the ideal "automobile sales and service building. . .

The architecture of the Motor Row District attracted national attention. Among the buildings featured in a 1910 article in the *Architectural Record* was the Maxwell-Briscoe Automobile Showroom (above; #3 in catalog). Other early Motor Row buildings mirrored the ornate designs of the area's mansions, such as the Second Empire-style B.F. Goodrich Co. Showroom (top; #4).



The earliest showrooms in Motor Row—those dating from 1905-10—featured large display windows framed with brick, stone, or terra cotta. Clockwise from top left are the: Fiat Showroom (catalog #24), Premier Showroom (#29), Cadillac Showroom (#17), and the Buick Showroom (#2).


A HALF CENTURY OF CHICAGO BUILDING
Locomobile Company of America's New Branch Building at 2000 Michigan Avenue, Chicago, Illinois

By 1910, when the Locomobile Auto Showroom was featured in a construction trades book, the size and functions of these buildings had begun to expand. In addition to larger showrooms, Motor Row buildings now featured lavish offices, waiting rooms, repair facilities, and garage storage.

should extend the entire length between two streets, preferably a main thoroughfare and a back street of sufficient width to permit automobiles to be operated in both directions."

Deep lots fronting on Michigan Avenue also made it possible to create buildings with very large ground floor areas, without obstructing columns. An article in a 1910 issue of *Architectural Record* highlighted the importance of this new building type as a unique "solution of a utilitarian problem by architects." The author, architectural critic Peter B. Wight, noted that:

> On account of their location on a street notable for very good architectural improvements it is natural that the designers should have sought to make them more attractive than purely utilitarian factories and warehouses. . . . It is evident that here we must look for the crude beginnings of a new architecture. And if it can be so called it is not to be praised too highly, neither is it to be condemned rashly, because it is new, if the effort is honest.

One example that Wight cited was the Maxwell-Briscoe Building, 1737 S. Michigan Ave. (1909; #4; photo on p. 17), which is faced with brown, wire-cut brick. "A very lively effect comes from the fact that these bricks are of uneven color," Wight noted. "The enameled terra cotta is of a decided buff color, and makes an excellent contrast, while the modeled ornament over some of the windows is very effective."

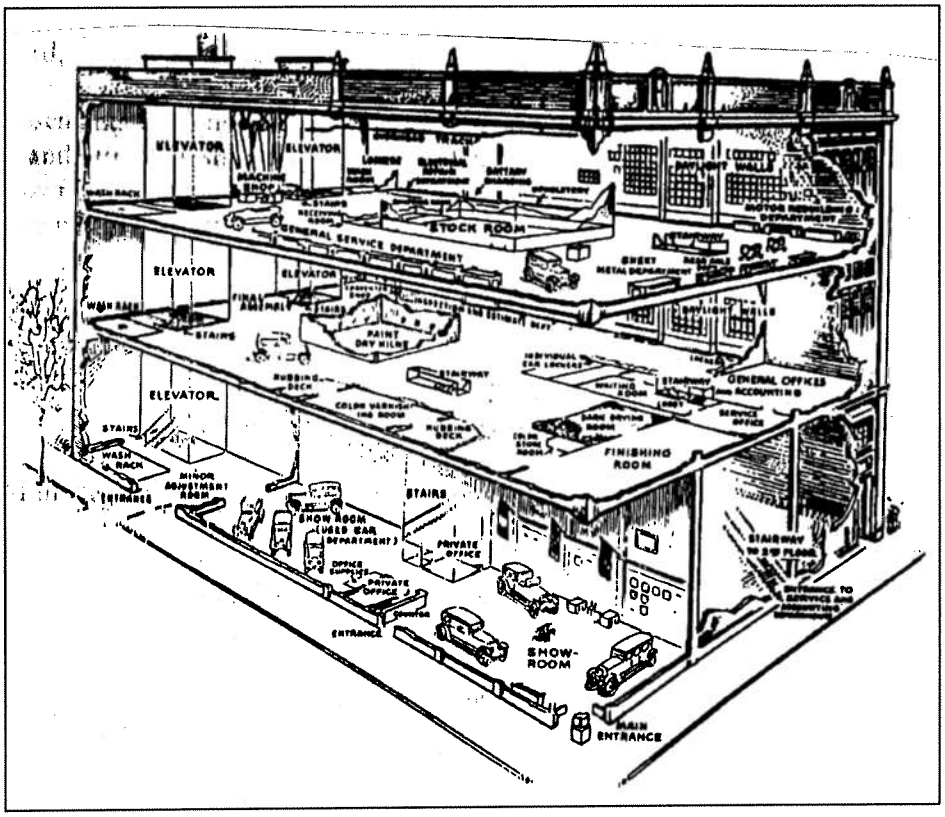
One of the most intact—and picturesque—buildings in the district was built in 1911 for the Goodrich Tire Company, 1925 S. Michigan Ave. (#4; photo on p. 17). Like most Motor Row structures, it featured broad display windows at the first and second levels. However, its top floor has an ornate mansard roof with three dormers. Its design was intended to blend with the historic mansions that formerly lined Michigan Avenue.

In contrast, the showroom at 2347 S. Michigan (#24; photo on p. 18) had a strikingly modern appearance for a building constructed in 1910. Its wide, 67-foot street frontage enabled virtually the entire facade to be constructed of plate glass display windows. The effect of the interior showroom (altered) was far more traditional, featuring an ornate beamed ceiling, wood and burlap paneled walls, and a white tile floor that gave "the room the feel of [a] hotel lobby."

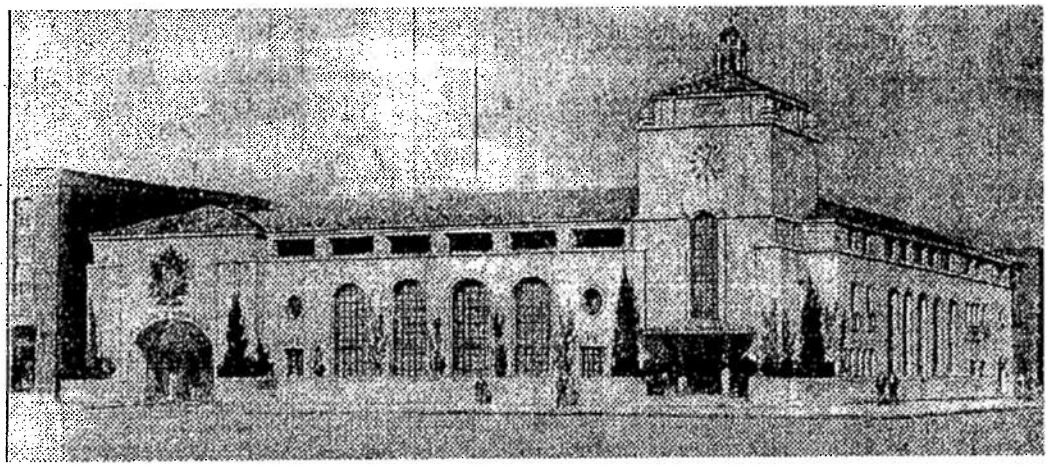
One of the most attractive buildings in the district was the Stoddard-Dayton Building at 2453 S. Michigan, a Gothic-influenced design by Holabird & Roche. Unfortunately, it was demolished for construction of the Stevenson Expressway.

(1910-1915)

Nonetheless, six large-scale auto-related buildings still survive in Motor Row. All were built between 1909 and 1915 and were designed by well-known architects. They are considered fine examples of the type of commercial structures that gave the so-called Chicago School an international reputation for



Auto-related buildings from 1910-15 grew even larger in scale as demonstrated by this group (above) at the southeast corner of 23rd Street and Michigan for the Cadillac, Cowles, and Saxon showrooms (#35, 34, 33). An example of the layout of various departments (top) in such midrise structures was published in *Motor Age* magazine.



During the 1920s, showrooms in Motor Row grew into ornate "auto palaces," such as the Hudson Motor Co. Building at 2222 S. Michigan (above; catalog #9). One of the last auto-related building in the district was built in 1936 for the Illinois Automobile Club (now occupied by the *Chicago Defender*) at 24th and Michigan (#16).

architectural innovation. The prominence of these buildings is heightened by their corner lots, which help to define the character of the district.

Historian Chester Liebs says these second-generation "multi-story urban auto sales salon" buildings usually were often constructed of reinforced concrete, which made an ideal skeletal frame for a structure that needed to support large loads, while being vibration resistant and relatively fireproof.

A typical interior organization featured expansive showrooms topped by utilitarian factory space that was used for "everything from charging batteries to the final assembly of new cars." A cross-section of a typical multi-story building appeared in the August 1919 issue of *Motor Age*. It showed such upper-story features as an overhead track, paint drying kilns, stock room, upholstery shop, and sheet metal department.

Two good examples of this type of multi-story building are located at the intersection of 23rd and Michigan. The Thomas Flyer Co. Building, 2255 S. Michigan Ave. (#36), originally was built as a three-story structure in 1910, before receiving a two-story addition in 1915. The tall windows on the lower stories were designed to feature showrooms, while the smaller upper-floor windows reflect service uses.

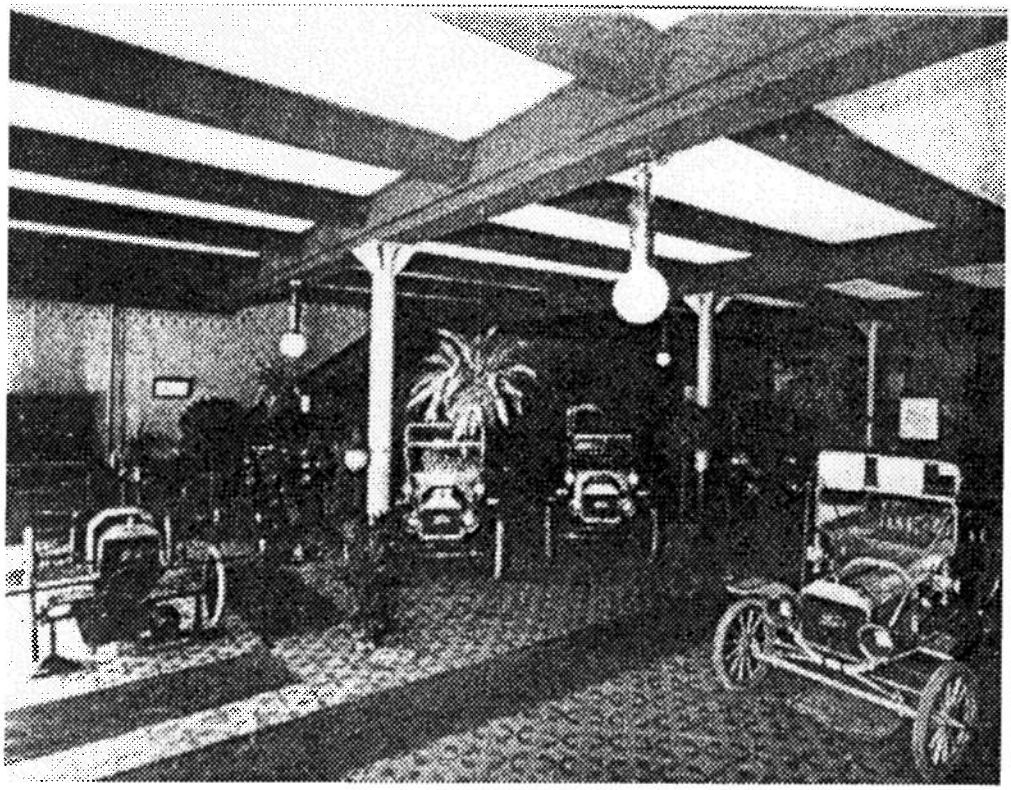
Across the street is the Cadillac Motor Car Co. Building, 2301 S. Michigan Ave. (1911; #35; photo on p. 18). This five-story structure features broad bays of windows and, according to a newspaper advertisement from 1912, was "devoted entirely to serving Cadillac owners and . . . is completely equipped to do any work that any Cadillac owner will ever need done."

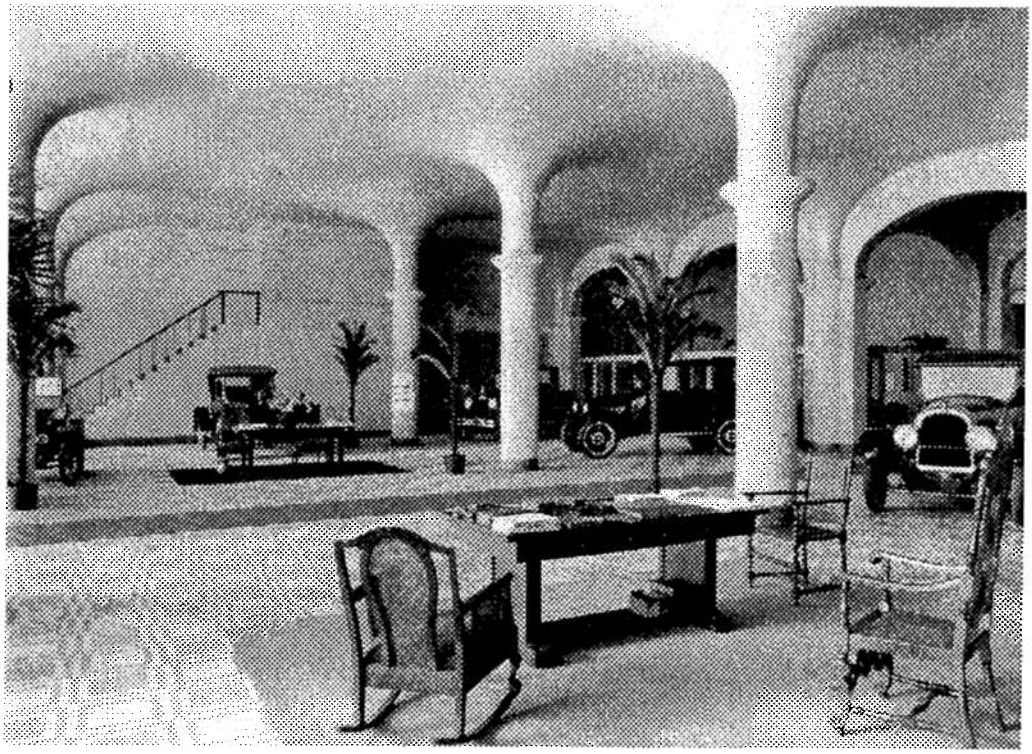
(1915-1922)

During the late-1910s and early-1920s, the auto showroom buildings in Motor Row—as well as those across the country—began to grow even more ornate. "Dealers began pouring their own money into lavish new facilities," Liebs notes, ". . . scrambling to obtain the services of prominent architects."

The Kelly-Springfield Tire Building, 2251 S. Michigan Ave. (1915; #37), was designed by Alfred Alschuler and features ornate classical-style, terra cotta ornament, even though its basic narrow-fronted structure remained quite utilitarian.

In contrast, the showrooms built in 1922 by the Hudson Motor Co. at 2222 S. Michigan (#9; photo on facing page) and the Marmon Car Co. at 2232 S. Michigan Ave. (#10) were set on much wider lots. Both feature ornamental terra cotta details, along with elements of the Spanish Revival, a style that was commonly used by designers of auto showrooms—and movie palaces—during the 1920s. The central bay on the Hudson building's facade has a Palladian-style window in the raised central bay with small "H" (for Hudson) medallions. The *AIA*





While the exterior of buildings in Motor Row dramatically changed between 1905 and 1930, so did the design of the auto showrooms themselves. Top: a view of the low-ceilinged Ford showroom (catalog #1) from 1908; above: the spacious salon of the Marmon showroom (#10) constructed in 1922.

Guide to Chicago notes that the building's "exuberant terra cotta imitates stone in twisted columns and rope moldings."

These two side-by-side buildings are excellent examples of the type of grand auto showrooms built during the 1920s, a decade when the automobile became a standard feature of American life. During this period, auto showrooms also began to be built well beyond the Loop, along many of the city's large commercial streets. Some of the best surviving examples are: 5946 Broadway (1925), 3041 W. Lawrence Ave. (c.1925), 6731 S. Western Ave. (1929), and 5500 S. Lake Park Blvd. (1929).

(1922-1936)

Despite this trend, Motor Row remained the city's largest concentration of auto showrooms until after World War II. A 1933 city guidebook still referred to Michigan Avenue south of 18th Street as "Automobile Row," noting that lining either side of the street "are the salesrooms of virtually all American and many foreign motor cars."

New construction in Motor Row culminated in 1936 with the opening of the Illinois Automobile Club at 2400 S. Michigan (#16). Its design by Philip B. Maher is a Moderne-style adaptation of the Spanish Mission style, featuring a three-storyclock tower. In the 1950s the building was acquired by the *Chicago Defender* newspaper.

Following World War II, the movement of automobile dealers to outlying commercial streets (e.g., Ashland, Cicero, Western) escalated, although the new sales buildings often were secondary to the drama of their large-scale neon signs.

Still, despite the passage of nearly a century, no other commercial strip in the city—or the United States—comes close to duplicating either the importance or character of the Motor Row District on South Michigan Avenue.

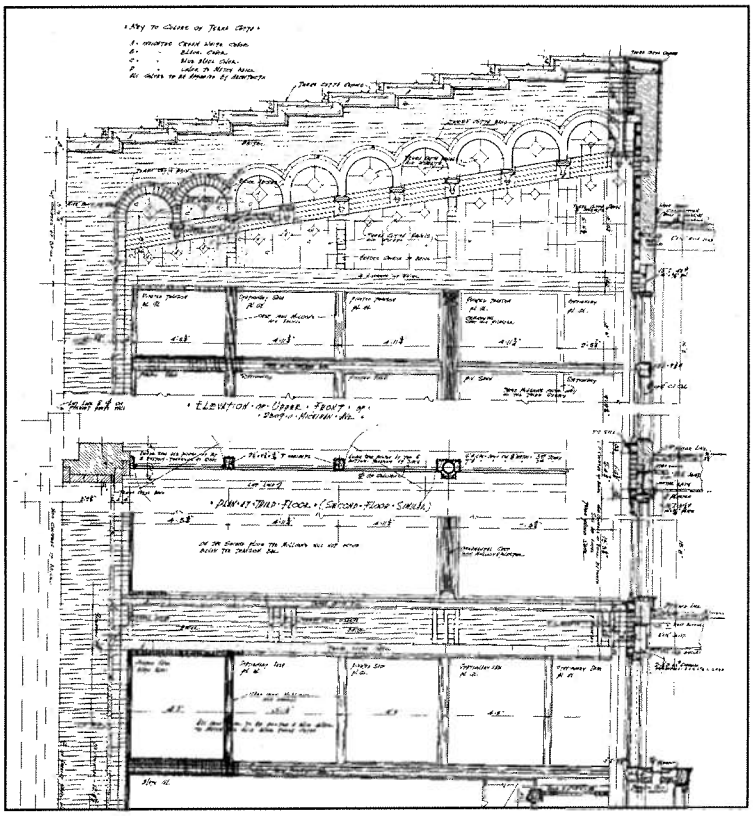
Criterion 5: Significant Architects

Its identification as the work of an architect, designer, engineer or builder whose individual work is significant in the history or development of the City of Chicago, the State of Illinois or the United States.

Most of the earliest buildings in the Motor Row District were designed by Christian Eckstorm, an architect known for his high-quality industrial and commercial work.

The early architectural character of Motor Row was heavily influenced by Christian Albert Eckstorm (1863-1927), who designed 12 buildings in the district between 1905 and 1919.

Eckstorm began his architecture career in 1887 with the firm of Cobb & Frost and later worked for Henry Ives Cobb. Eckstorm began his own practice in 1904 and soon became known for his industrial and commercial designs. Among the most



Motor Row attracted some of the city's most prominent architects, including Christian Eckstorm—who designed a dozen buildings including the 1905 Ford Showroom (above, left)—and Holabird & Roche, whose designs included a series of building for Alfred Cowles (top: drawing detail of 2311 S. Michigan, catalog # 34).

notable are: the Pugh Warehouses (a.k.a., North Pier Terminal), 365-511 E. Illinois St. (1905-1920); the Harvester Building, 600 S. Michigan Ave. (1907), the Mallers Building, 1 S. Wabash Ave. (1910); the Sherwood Conservatory of Music, 1014 S. Michigan Ave. (1912), and the Garland Building, 101 N. Wabash Ave. (1915).

The designs of Eckstorm's auto showroom buildings were based on retail architecture of the period, but the use of large windows is a clear accommodation to the display of automobiles. The buildings are one- to three-stories tall and faced with dark brick and stone trimming. Ornament, typically classical, is used sparingly and is centered above the entrance or on the parapet.

Among the most distinctive examples of Eckstorm's work in Motor Row are: the district's oldest building, the Ford Showroom at 1444 S. Michigan Ave. (1905; #1; photos on pp. 4, 26), the B. F. Goodrich Building, 1925 S. Michigan Ave. (1911; #4; photo on p. 17), whose Second Empire detailing is similar to that of the Sherwood Conservatory; and the Pushman Building at 2325 S. Michigan Ave. (1912; #30).

The initial success of Motor Row encouraged the involvement of other prominent architects, such as Alfred Alschuler, Holabird & Roche, and Albert Kahn, who designed many of the larger scale, more sophisticated auto showroom buildings.

As the sales and servicing of cars became more specialized during the second decade of the 20th century, the developers of Motor Row began to employ high-profile architecture firms. Initially, these firms designed larger structures although, ultimately, they began to produce more artistic facades that further enhanced the image of the automobile.

The well-known architectural firm of **Holabird & Roche** helped to transform the appearance of the auto showroom and service buildings in Motor Row with more than half a dozen high-quality designs between 1909 and 1915.

The firm was founded in 1881 by William Holabird (1854-1923) and Martin Roche (1855-1927), who met while working in the architectural office of William LeBaron Jenney, the so-called "father of the modern skyscraper." Holabird had come to Chicago from New York in 1875. Roche was raised in Chicago and educated at the Armour Institute of Technology (now IIT).

The firm was influential in the development of early skyscrapers, especially the architectural movement known as the Chicago School. Among its designs were the: Tacoma Building (1889; demolished), Pontiac Building (1891), Old Colony Building (1894), Marquette Building (1895), Republic Building (1904; demolished), Chicago Building (1904), City Hall-County Building (1905-09), and the Brooks Building (1910). Many of these structures feature the distinctive Chicago-style window, a large pane of glass flanked by narrow, moveable sash windows.

Much of Holabird & Roche's work employed steel-frame construction, which adapted itself well to the needs of buildings housing auto sales and services. Their earliest designs for Motor Row were small two- to three-story buildings that strongly emphasized the glassy expanses of their facades, which were enframed by ornately detailed brickwork or white-glazed terra cotta, such as the Fiat (#24) and Premier showrooms (#29).

Beginning with the Cadillac Building at 2301 S. Michigan Ave. (#35), the firm designed several larger buildings, whose facades are related to its other Chicago School-style designs, employing large windows and minimal amounts of brickwork. The large window openings of these buildings were practical not only for display purposes but for the amount of natural light they provided for auto repairs that required careful hand-machining. [Unfortunately, two of their designs were demolished for the construction of the Stevenson Expressway.]

The decorative treatment of Holabird & Roche's Motor Row buildings was more elaborate than those of other firms. On the larger buildings, ornamental terra-cotta plaques with the company's logos are emblazoned on parapets and doorways. The detailed brickwork and terra cotta castings on the Saxon (#33) and Cowles (#34) buildings are richly ornamental.

Another influential architect on Motor Row was **Alfred Alschuler** (1876-1940). Although only three of his buildings remain in the district (#9, 10, and 37), they are textbook illustrations of the type of upscale automobile "sales palaces" from the final era of Motor Row's development.

Alschuler studied architecture at the Armour Institute of Technology and the Art Institute of Chicago. He went to work for Dankmar Adler, Louis Sullivan's former partner, in 1900. In 1903 he formed a partnership with Samuel A. Treat.

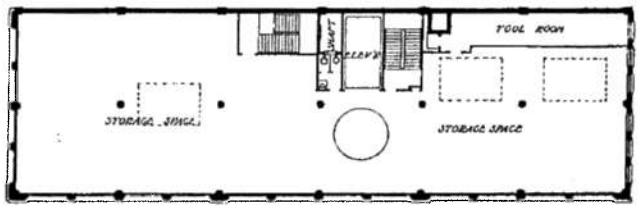
In 1907, Alschuler began an independent practice that developed into one of the city's largest architectural offices during the 1920s and '30s. The firm produced distinctive designs for a variety of building types, including public buildings, synagogues, retail stores, and industrial buildings. Three of his buildings—Goldblatt Bros. Department Store, 1613-35 W. Chicago Ave. (1921-28), the London Guarantee Building, 360 N. Michigan Ave. (1922-23), and K.A.M. Isaiah Israel Temple, 1100 E. Hyde Park Blvd. (1926)—are designated Chicago Landmarks.

A biographical sketch of Alschuler states that: "At a time when the city was developing an industrial fringe dominated by otherwise nondescript functional buildings, Alschuler's harmonious and refined designs—and restrained classical detailing—were changing the texture of the city.

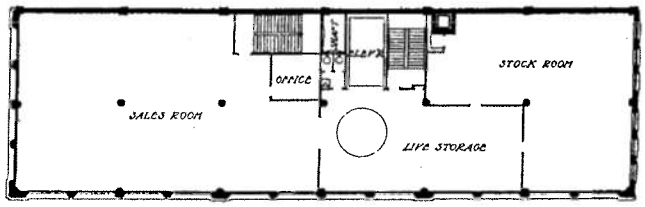
Alschuler's Motor Row Buildings are excellent examples of his high-caliber work. In 1915, when he designed a new building for the Kelly-Springfield Tire Co. at 2251 S. Michigan Ave.

GARAGE
AND
SERVICE BUILDING
FOR THE
THOMAS FLYER
at Chicago, Ill.

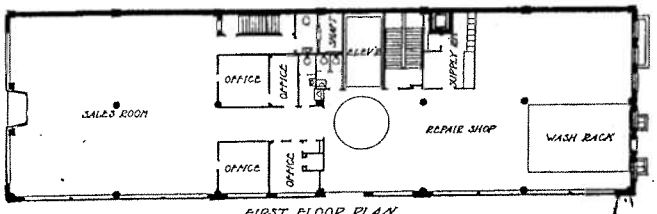
Holabird & Roche,
Architects.



THIRD FLOOR PLAN



SECOND FLOOR PLAN



FIRST FLOOR PLAN

Many of the buildings in Motor Row display characteristics of the Chicago School of commercial architecture. A 1910 issue of *The Brickbuilder*, a national architecture magazine, featured the Motor Row designs of several Chicago architects, including Holabird & Roche's Thomas Flyer garage (#36 in catalog).

1915; #37), most of the nearby buildings on Motor Row had relatively staid brick-and-stone facades. In contrast, the facade of this three-story building features large expanses of glass delicately framed by classically-detailed terra cotta.

Alschuler expanded on this in 1922 with the Hudson Motor Car (#9; photo on p. 22) and Marmon (#10) showrooms at 2222 and 2232 S. Michigan Ave., which were three- and two-story buildings, respectively, carried out in a distinctive Spanish baroque style. Their interior showrooms continued the exotic theme through carved woodwork and grand staircases. Under Alschuler's hand, the space became a theatrical setting for selling not only cars but an associated lavish lifestyle.

Motor Row also includes a building designed by **Albert Kahn** (1869-1942), who is acknowledged to be one of the nation's most influential industrial architects of the early-20th century. The Cadillac Warehouse Building at 2300 S. Indiana Ave. (1919; #45) is the only remaining intact industrial building designed by Kahn in Chicago.

A native of Germany, Kahn emigrated to Detroit, Mich., with his family in the 1880s. In 1893, he was appointed chief designer for the firm of Mason & Rice, and in 1896 he established his own practice. By the late 1930s Kahn's firm had a staff of over 600 people, which reportedly was responsible for nearly 20% of the nation's architect-designed industrial buildings during the period.

Kahn's early work was noted for its pioneering use of reinforced concrete, which he first employed in 1903 for a new manufacturing complex for the Packard Motor Car Co. in Detroit. Kahn recognized that reinforced concrete, due to its low cost, speed of construction, strength, and resistance to fire, was well-suited to the automotive industry. His subsequent designs for other factory buildings are widely regarded as important influences on modern architecture.

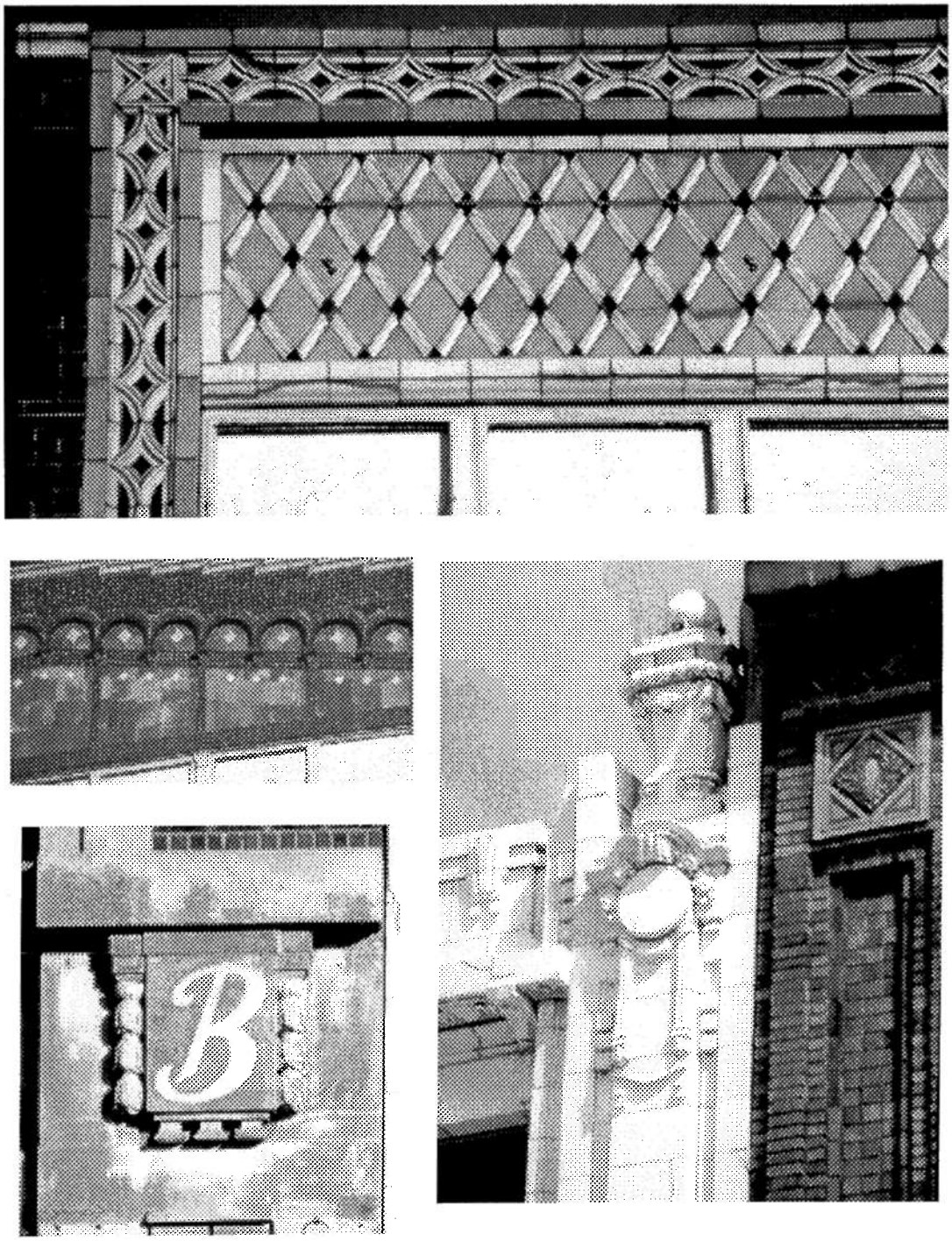
Kahn designed an impressive three-story auto showroom for Packard in 1919 at the northeast corner of 24th Street and Michigan Avenue. Unfortunately, that building was demolished for construction of the Stevenson Expressway.

Criterion 6: Distinctive Theme as a District

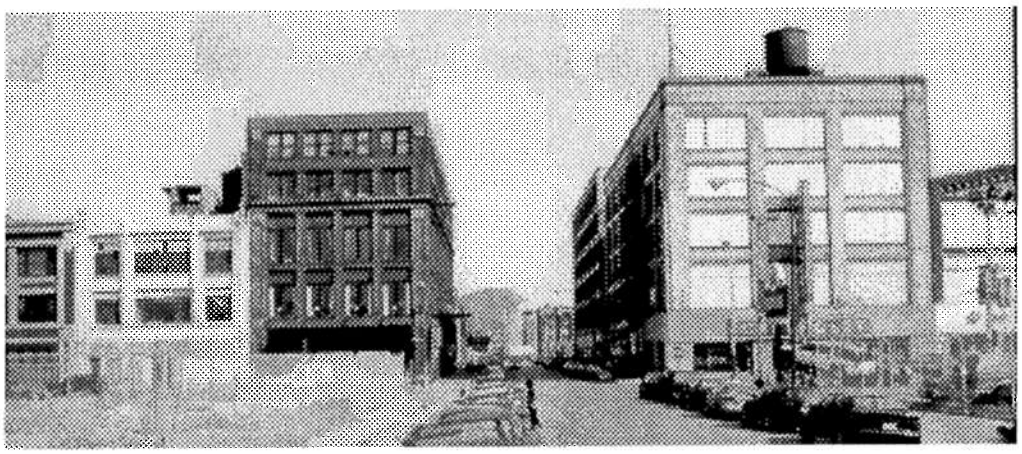
Its representation of an architectural, cultural, economic, historic, social, or other theme expressed through distinctive areas, districts, places, buildings, structures, works of art, or other objects that may or may not be contiguous.

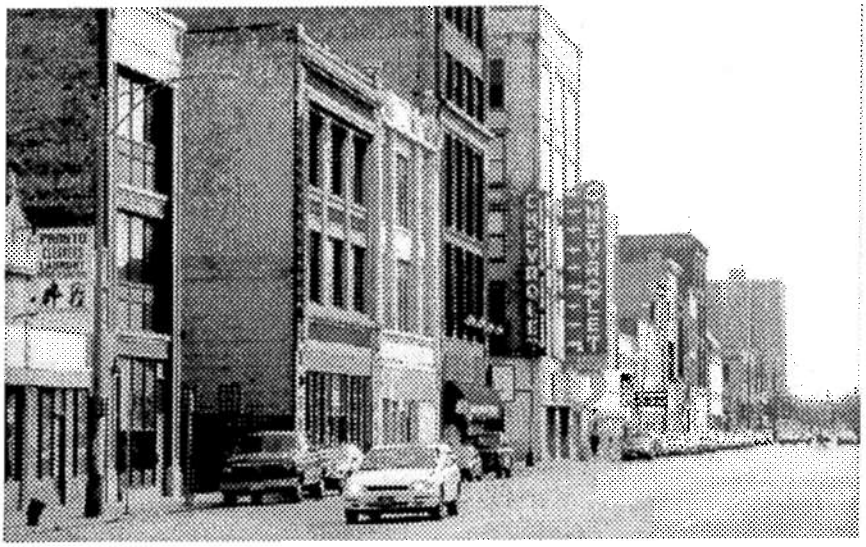
The buildings in the Motor Row District are consistent in their use, design, size, scale, materials, and overall detailing.

The varying building designs in Motor Row are unified by their overriding use as automobile showrooms and garages. This specialized function, in turn, dictated the predominate design



The buildings in Motor Row display a wealth of decorative ornament, including (clockwise from top): multicolored terra cotta, classical shields and urns, monograms of building tenants, and artistic brickwork.





In addition to its unified theme—of buildings constructed for auto-related uses—the district features a strong building "streetwall" along Michigan Avenue and masonry structures of fairly consistent heights.

feature that distinguishes these buildings from other commercial buildings of the period: a very large proportion of glass-to-masonry, particularly on the lower levels where the automobile display rooms were located.

The buildings' prevailing use as auto showrooms, with accompanying service garages and administrative offices, gave them a uniformity of scale. Most are two to three stories in height and all are oriented perpendicularly to the street—with the shorter ends of the building fronting on the north-south streets. The regularity of each building's approximately 50-foot street frontage reinforces the architectural scale of each block face along South Michigan Avenue.

A handful of four- to five-story buildings anchor corner lots in the district, creating bookends to either end of most blocks. The larger size of these buildings is due to the additional services that were required for some of the larger dealerships, including the warehousing of parts, car storage, and even assembly rooms. However, in the context of the district, the variation in scale of these buildings is slight, and their facade designs are consistent with the other structures.

All of the buildings are clad with masonry, either brick—with stone trim—or high-glazed, white terra cotta. The building facades incorporate ornament in varying degrees, a characteristic of structures built before World War II. In fact, virtually all of the showrooms were built prior to 1920 and employ similar classically-inspired detailing.

The continuous frontage—or streetwall—formed by the groups of buildings on Michigan Avenue between Cermak Road and the Stevenson Expressway, provides a distinctive urban streetscape for the city's Near South Side.

The automobile-related buildings on South Michigan Avenue were constructed right up to the property lines; that is, to the edge of the sidewalk. Historically, this allowed shoppers to easily view the automobiles that were on display in the showroom windows, whether they were on foot or driving by in a streetcar or an automobile.

The survival of most of these buildings has resulted in a nearly continuous, three-block-long streetwall that distinguishes this area—not only historically but—visually. This uninterrupted stretch of buildings south of Cermak Road gives this portion of South Michigan Avenue a strongly linear definition.

The "urban canyon" formed by these buildings also gives a strong visual sense of the place for the district itself. It provides a clearly memorable image of what "Motor Row" must have meant to generations of Chicagoans who came here to shop for a new car during the first three decades of the 20th century, when the automobile became a standard feature of American society.

The visual importance of this streetwall can be seen simply by journeying outside of the district's boundaries, where the

urban streetwall quickly breaks down due to varying land uses and setbacks. As such, Motor Row ranks as one of the city's most defined, manmade urban features.

Integrity

The integrity of the proposed landmark must be preserved in light of its location, design, setting, materials, workmanship, and ability to express its historic community, architectural or aesthetic interest or value.

The buildings in Motor Row comprise the largest collection of intact early automobile showrooms in the United States. The survival of such a large grouping of adjacent auto-related buildings—forming a historic streetwall—is unique in the United States. As a grouping the buildings in Motor Row District strongly express their historic origins.

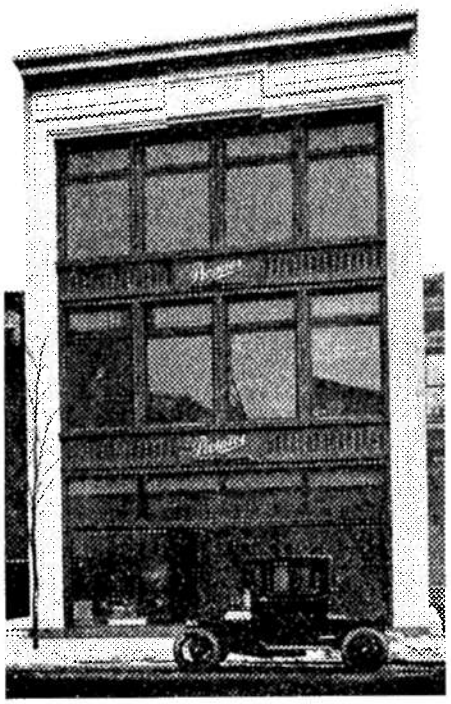
The original masonry exteriors of most of the individual buildings, including their original decorative details, are largely intact. However, as is often the case with commercial buildings, the ground floors have been altered.

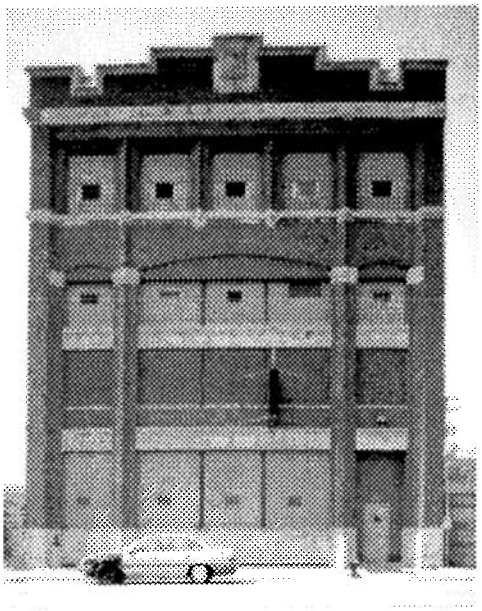
The principal changes to the buildings have been to their window openings, many of which have been back-painted or filled in with brick or aluminum. Although these changes affect the facades, they do not alter the basic architectural relationship between the masonry and the window openings. These alterations are largely cosmetic in nature, and the original facades are either still underneath the later additions or can be readily replicated.

Significant Historical and Architectural Features

Whenever a building is under consideration for landmark designation, the Commission on Chicago Landmarks is required to identify the "significant historical and architectural features" of the property. This is done to enable the owners and the public to understand which elements are considered most important to preserve the character of the proposed landmark.

Based on its evaluation of Motor Row, the Commission staff recommends that the significant historical and architectural features be identified as: all exterior building elevations, including rooflines, visible from the public rights-of-way





The original masonry exteriors of the buildings in Motor Row are largely intact. The principal changes have been to their display windows, many of which have been back-painted or filled in with bricks, aluminum siding, or glass block. These alterations, largely cosmetic in nature, are generally reversible. Top: 1909 and 1999 photos of the Premier Auto Car Showroom (catalog #29); above: 1910 and 2000 photos of the Mitchell Automobile Showroom (#15).

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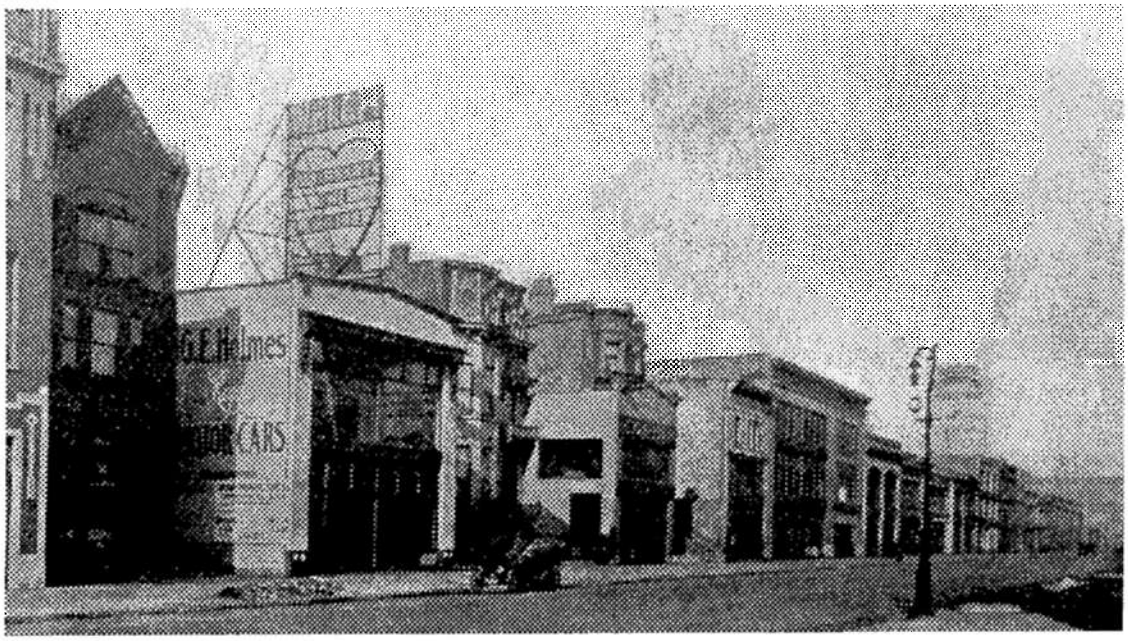
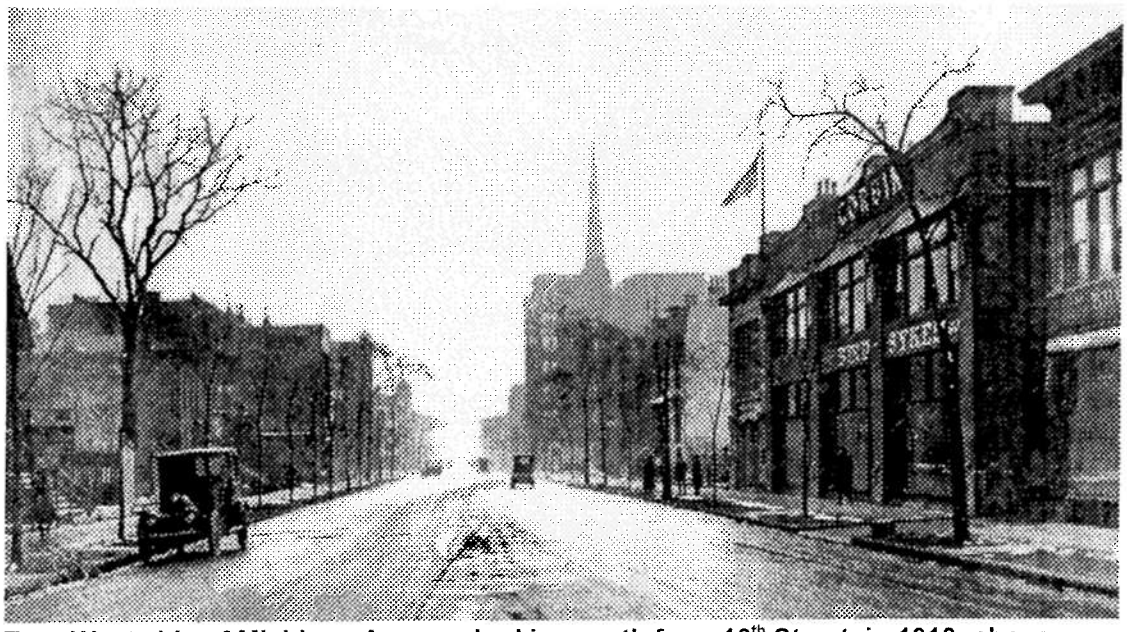
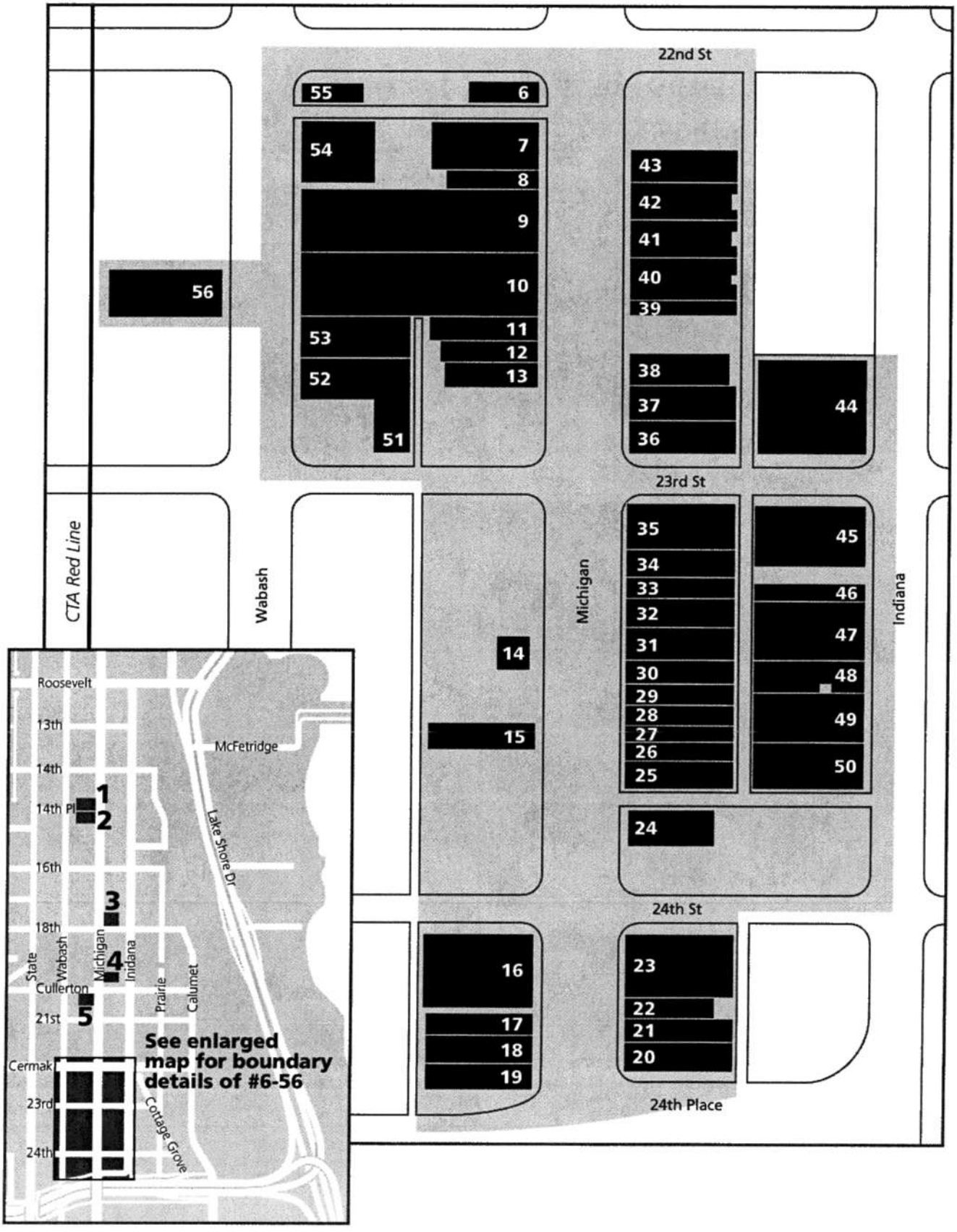
Motor Row District
Building Catalog and Map



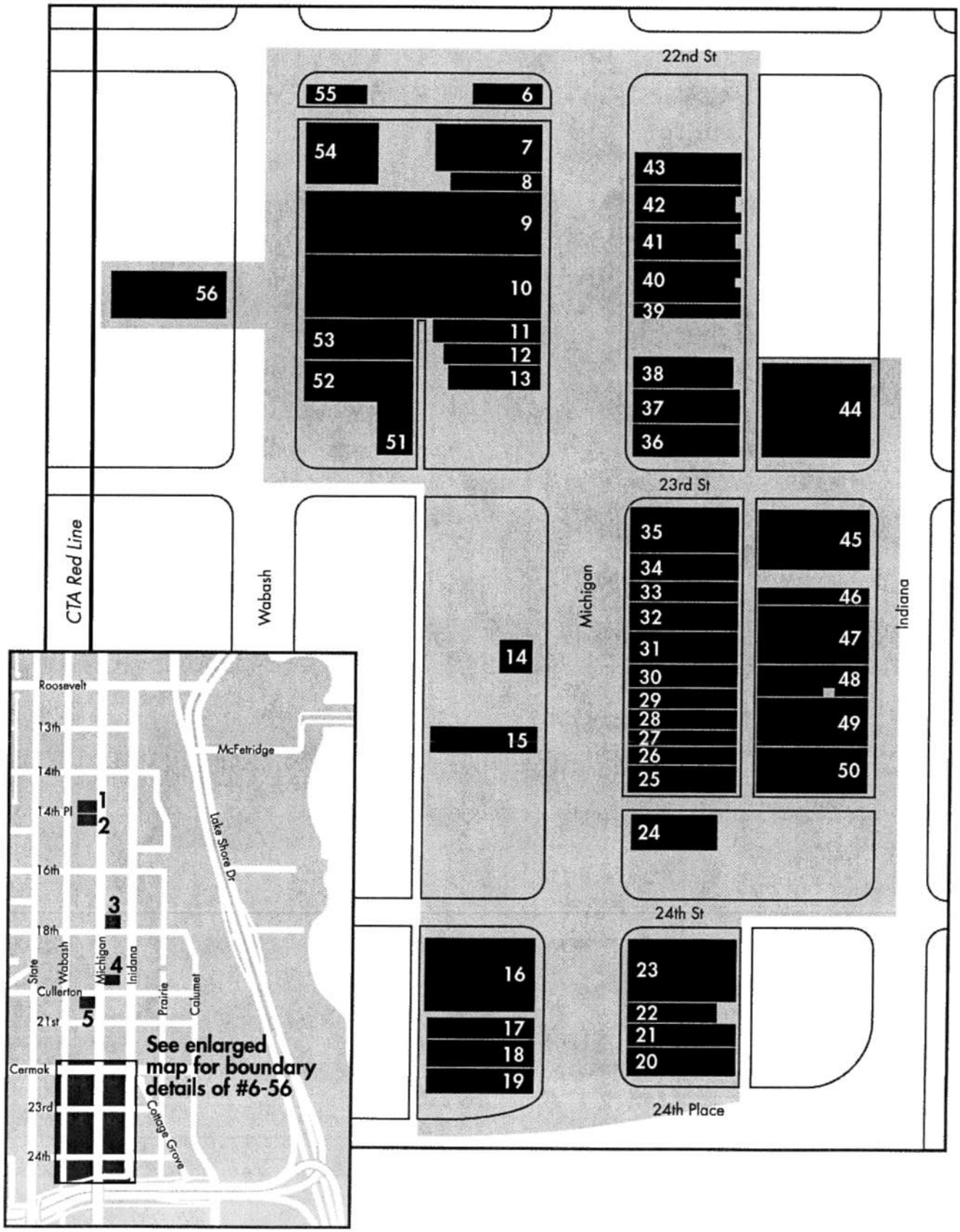


Top: West side of Michigan Avenue, looking north from 16th Street, in 1910; above: Michigan Avenue looking south from Cermak Road in 1911.

Motor Row District



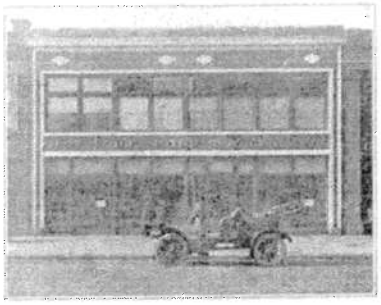
Motor Row District



Map numbers correspond to the catalog of structures beginning on page 39.

1.
Ford Motor Co. Showroom

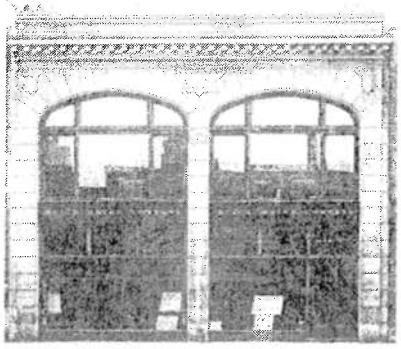
1444 S. Michigan Ave.
Permit Date: 11/22/1905
Architect: Christian Eckstorm



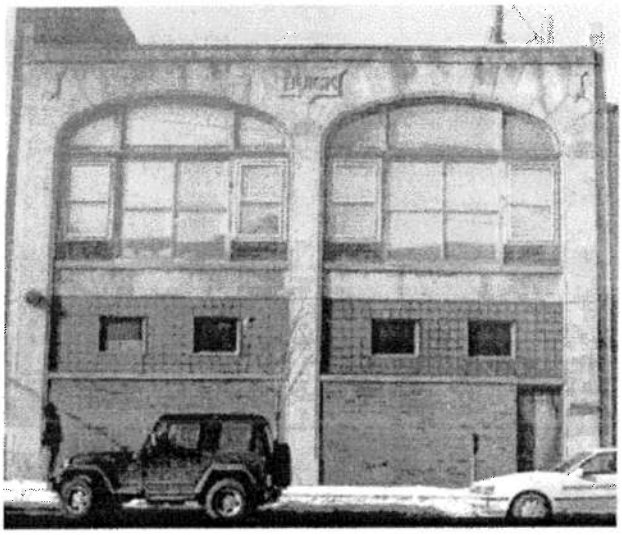
(photo 1910)

2.
Buick Motor Co. Showroom

1454 S. Michigan Ave.
Permit Date: 04/20/1907
Architect: Christian Eckstorm



(photo 1916)



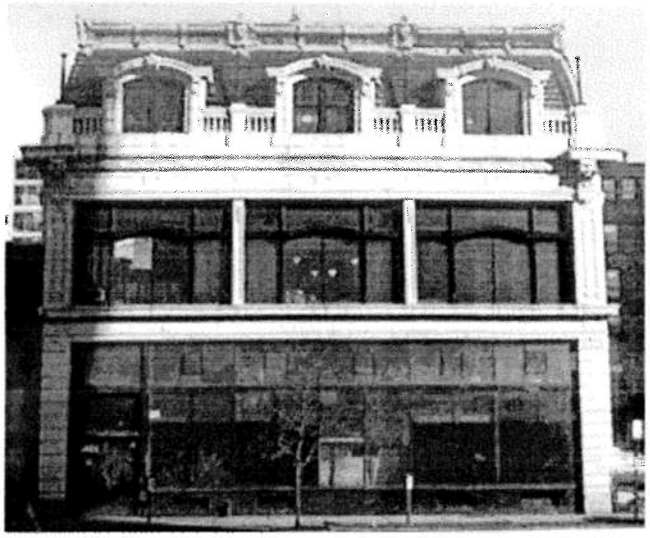
3.
Maxwell-Briscoe Automobile Co. Showroom

1737 S. Michigan Ave.
Permit Date: 07/12/1909
Architect: Ernest Walker

(photo 1910)

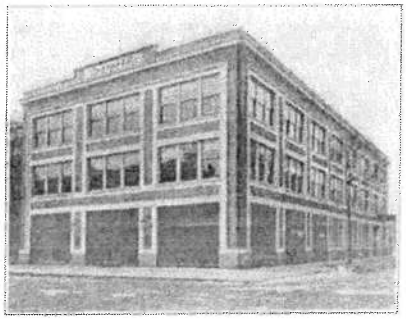
4.
B.F. Goodrich Co. Showroom

1925 S. Michigan Ave.
Permit Date: 12/02/1911
Architect: Christian Eckstorm



5.
Locomobile Motor Co. Showroom (No. 1)

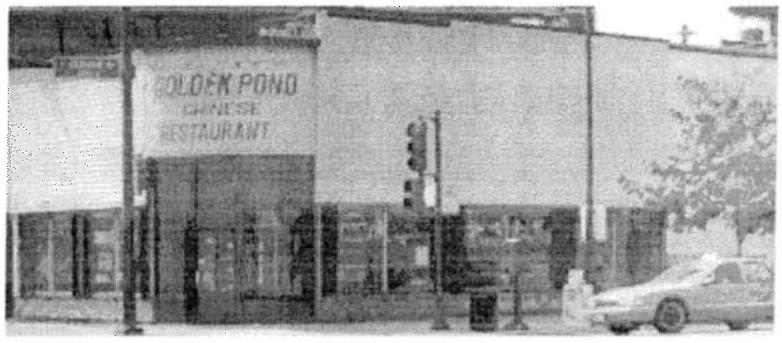
2000 S. Michigan Ave.
Permit Date: 05/27/1909
Architect: Jenney, Mundie & Jensen



(photo 1910)

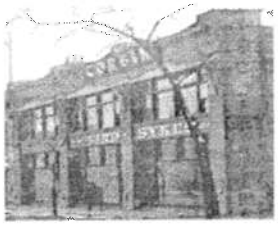
6.
Golden Pond Restaurant

2200 S. Michigan Ave.
Permit Date: c. 1970
Architect: unknown
(non-contributing building)

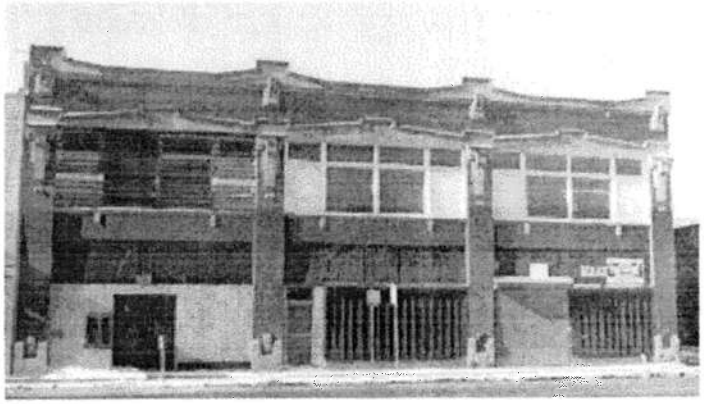


7.
Bird-Sykes Co. Building (No. 1)

2208-2216 S. Michigan Ave.
Permit Date: 11/03/1910
Architect: Christian Eckstorm

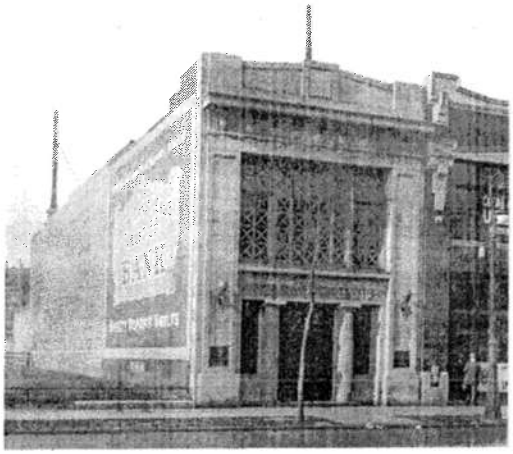


(photo date unknown)



8.
Colonial Trust & Savings Bank

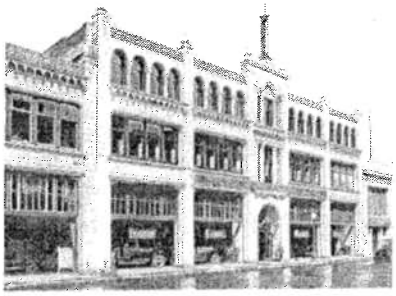
2218 S. Michigan Ave.
Permit Date: 08/26/1919
Architect: J.T. Fortin
Alterations: c. 1970
(possible non-contributing building)



(photo c. 1919)

9.
Hudson Motor Car Co. Showroom

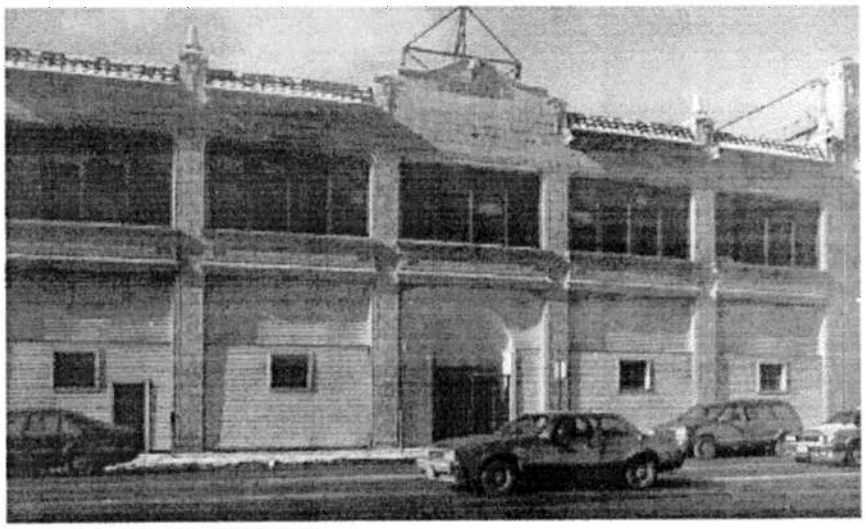
2222 S. Michigan Ave.
Permit Date: 04/06/1922
Architect: Alfred Alschuler



(photo 1922)

10.
Marmon Co. Showroom
2232 S. Michigan Ave.
Permit Date: 04/22/1922
Architect: Alfred Alschuler

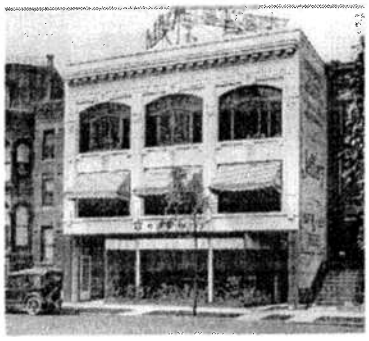
(photo 1923)



11.
Roamer Automobile Co. Showroom
2240 S. Michigan Ave.
Permit Date: 12/14/1916
Architect: Christian Eckstorm

12.
Building for Seipp Realty Trust
2244 S. Michigan Ave.
Permit Date: 02/26/1917
Architect: H.C. Hodgkins

13.
Centaur Motor Co. Showroom
2248 S. Michigan Ave.
Permit Date: 03/27/1912
Architect: E.J. Orenstein

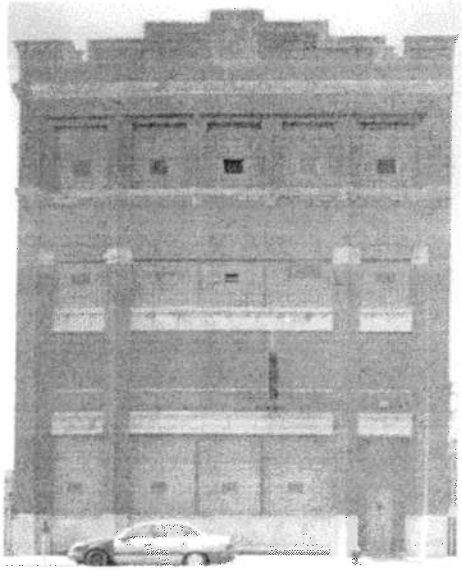


(photo c. 1912)

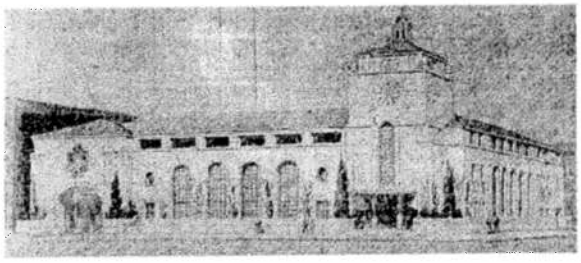
14.
Burger King
2328 S. Michigan Ave.
Permit Date: c. 1990
Architect: unknown
(non-contributing building)

15.
Mitchell Automobile Co. Showroom
2334-38 S. Michigan Ave.
Permit Date: 07/10/1910
Architect: Jarvis Hunt

(photo 1910)



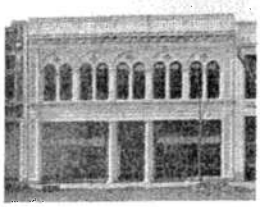
16.
Illinois Automobile Club Showroom
2400-10 S. Michigan Ave.
Permit Date: 09/26/1936
Architect: Phillip Maher



17.
Cadillac Motor Car Co. Showroom (No.1)
2412 S. Michigan Ave.
Permit Date: 08/30/1909
Architect: Jenney, Mundie & Jensen

(photo c. 1910)

18.
Detroit Electric Automobile Co. Showroom
2416 S. Michigan Ave.
Permit Date: 10/19/1909
Alteration: c. 1970
Architect: Jenney, Mundie & Jensen
(possible non-contributing building)



(photo c. 1910)

19.
Pierce Arrow Auto Co. Showroom
2420 S. Michigan Ave.
Permit Date: 04/12/1909
Architect: Jenney, Mundie & Jensen

(photo 1911)

20.
Building for P.H. Otis
2419 S. Michigan Ave.
Permit Date: 06/16/1915
Architect: Christian Eckstorm
Alteration: c. 1970
(Non-contributing Building)

21.
L&H Buick Sales Co. Showroom
2415 S. Michigan Ave.
Permit Date: 03/03/1916
Architect: Christian Eckstorm

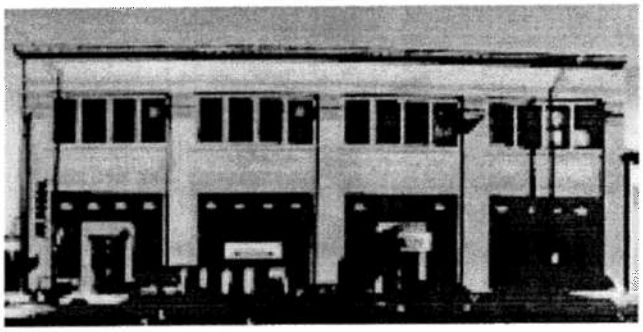
(photo 1932)

22.
Speedwell Motor Co. Showroom
2411 S. Michigan Ave.
Permit Date: 11/22/1909
Architect: C.E. & R.W. Beach

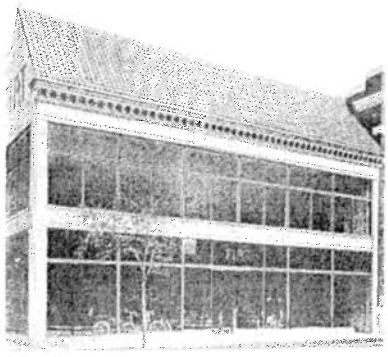
(photo 1932)

23.
Locomobile-Auburn Auto Showroom
2401-09 S. Michigan Ave.
Permit Date: 03/23/1925
Architect: Melvin A. Nelson

(photo 1932)



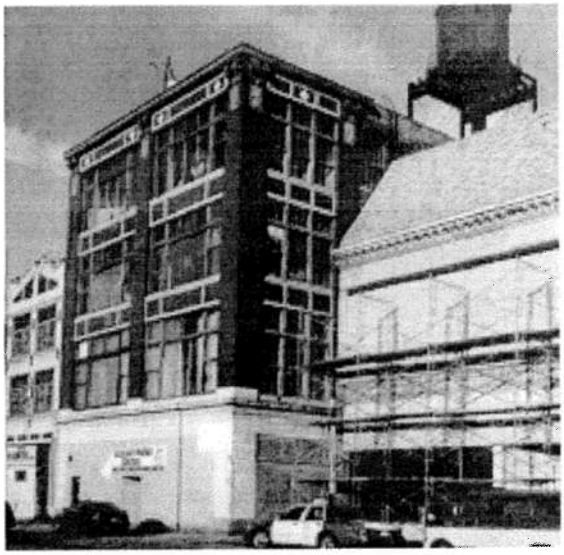
24.
Stevens-Duryea Co. / F.I.A.T. Auto Co. Showroom
2347-51 S. Michigan Ave.
Permit Date: 02/17/1910
Architect: Holabird & Roche
Alteration: 1999



(photo 1910)

(photo 2000)

25.
Cunningham Car Co. Building
2341 S. Michigan Ave.
Permit Date: 01/15/1910
Architect: F.E. Davidson

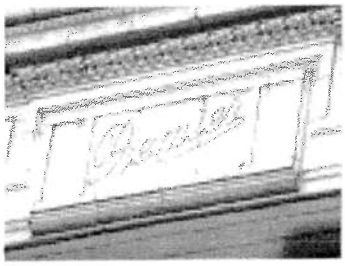


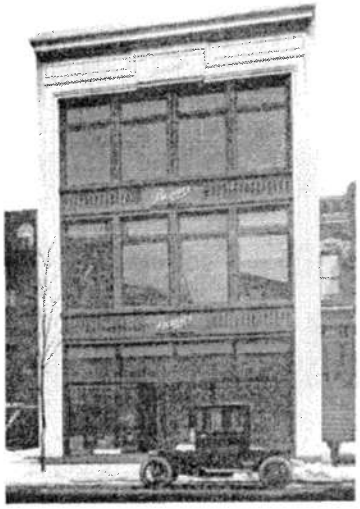
26.
Federal Motor Car Co. Showroom
2337 S. Michigan Ave.
Permit Date: 05/14/1910
Architect: David Robertson

27.
unknown
2335 S. Michigan Ave.
Permit Date: c. 1910
Architect: unknown

28.
Building for James Walsh
2333 S. Michigan Ave.
Permit Date: 10/31/1916
Architect: Christian Eckstorm

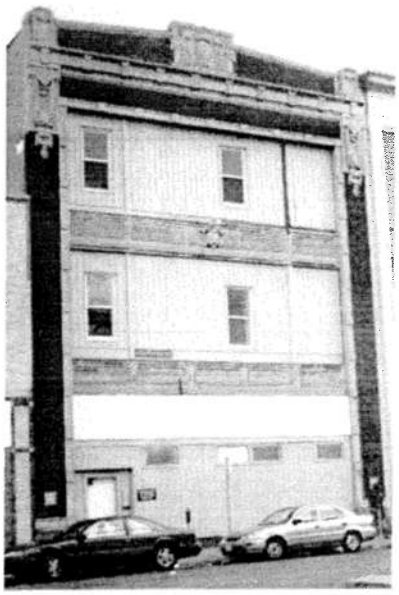
29.
Premier Auto Car Co. Showroom
2329 S. Michigan Ave.
Permit Date: 06/08/1909
Architect: Holabird & Roche





(photo 1909)

30.
Building for Gerabed Pushman
2325 S. Michigan Ave.
Permit Date: 10/25/1912
Architect: Christian Eckstorm

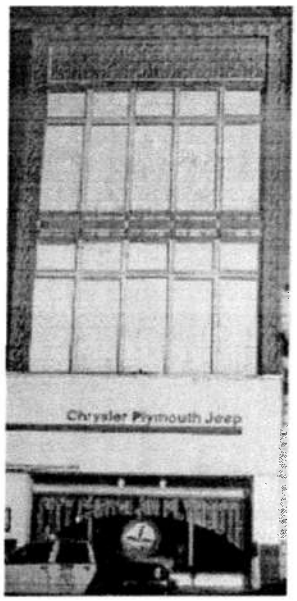


31.
Elgin Motor Car Co. Showroom
2323 S. Michigan Ave.
Permit Date: 03/27/1920
Architect: L.M. Mitchell

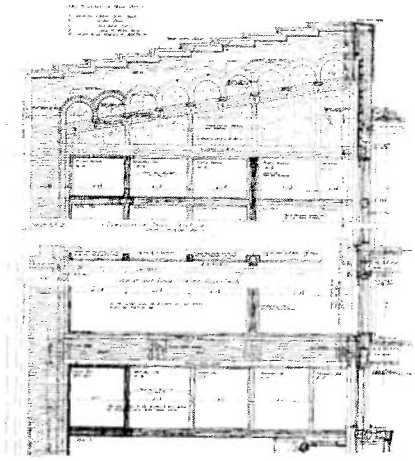
32.
Schillo Motor Sales Co. Showroom
2317 S. Michigan Ave.
Permit Date: 06/12/1917
Architect: Mundie & Jensen

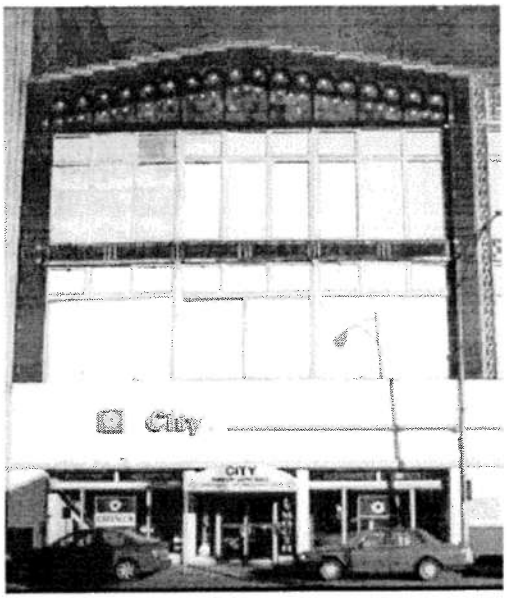
(photo 1986)

33.
Saxon Automobile Co. Showroom
2313 S. Michigan Ave.
Permit Date: 08/28/1915
Architect: Holabird & Roche



34.
Alfred Cowles Showroom
2311 S. Michigan Ave.
Permit Date: 08/28/1915
Architect: Holabird & Roche





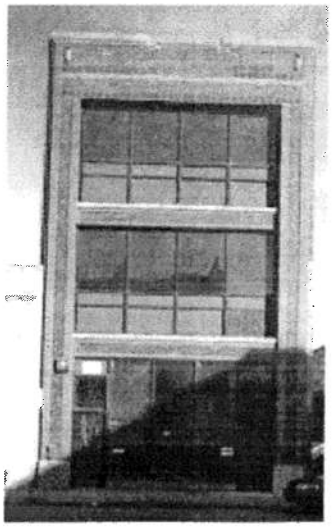
35.
Cadillac Motor Car Co. Building (No. 2)
2301S. Michigan Ave.
Permit Date: 09/13/1911
Architect: Holabird & Roche

36.
Thomas Flyer Garage and Service Building
2255 S. Michigan Ave.
Permit Date: 01/14/1910 (3-story building)
Architect: Holabird & Roche
Two story Addition for Chalmers Motor Co.
Permit Date: 10/30/15
Architect: Alfred Alschuler

37.
Kelly-Springfield Tire Co. Showroom
2251-2253 S. Michigan Ave.
Permit Date: 12/13/1915
Architect: Alfred Alschuler

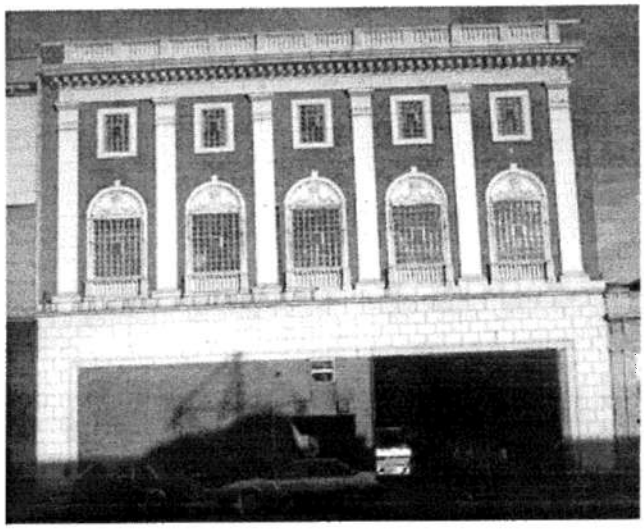
38.
Moline Automobile Co. Showroom
2245 S. Michigan Ave.
Permit Date: 02/19/1917
Architect: Howard G. Hodgkins

39.
F.I.A.T. Automobile Co. Showroom
2239 S. Michigan Ave.
Permit Date: 10/04/1910
Architect: C.W. & G.L. Rapp

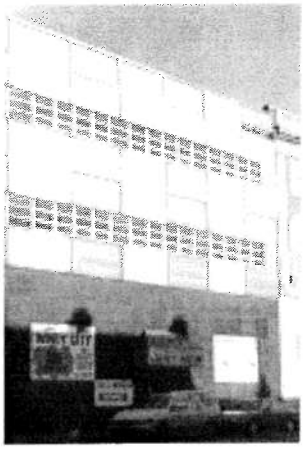


40.
Cole Motor Co. Building
2235 S. Michigan Ave.
Permit Date: 04/05/1923
Architect: William Whitney

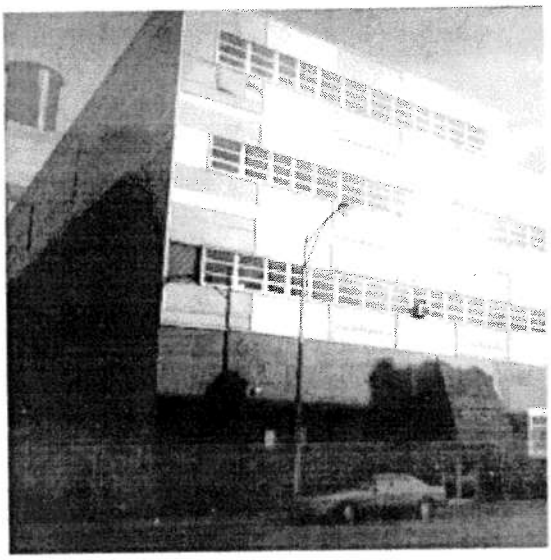
41.
Triangle Motors, Inc. Showroom
2229 S. Michigan Ave.
Permit Date: 07/31/1919
Architect: L.G. Hallberg



42.
Bird-Sykes Co. Building (No. 3)
2221 S. Michigan Ave.
Permit Date: 10/28/1919
Architect: Harold Holmes
(possible non-contributing building)



43.
Bird-Sykes Co. Building (No. 2)
2215 S. Michigan Ave.
Permit Date: 09/10/1915
Architect: Christian Eckstorm
(possible non-contributing building)



44.
Rambler Automobile Co. Showroom
2246-58 S. Indiana Ave.
Permit Date: 11/03/1911
Architect: Jenney, Mundie & Jensen

45.
Cadillac Motor Car Service Building
2300-08 S. Indiana Ave.
Permit Date: 11/21/1919
Architect: Albert Kahn

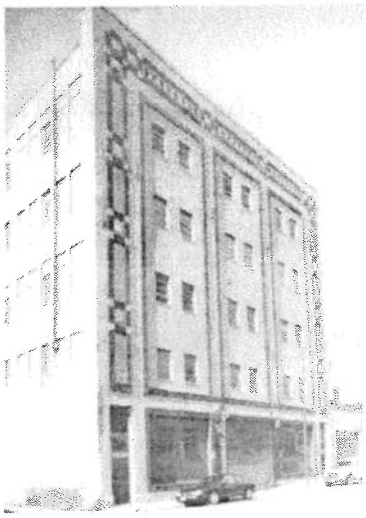
46.
Unknown
2312 S. Indiana Ave.
Permit Date: 09/30/1913
Architect: W.J. Summerbelle (contractor)

47.
J & J Exhitors No. 1
2314-24 S. Indiana Ave.
Permit Date: c. 1970
Architect: unknown
(Non-contributing structure)

48.
Cole Automobile Co. Showroom
2326-28 S. Indiana Ave.
Permit Date: 08/18/1915
Architect: Z.T. and C.G. Davis

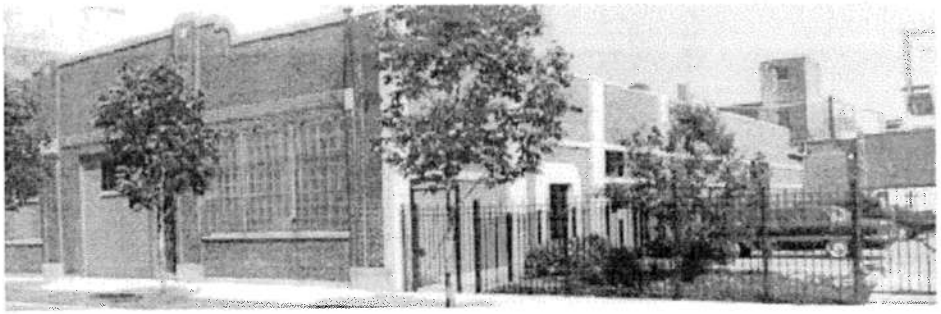
49.
J & J Exhibitors (No. 2)
2334 S. Indiana Ave.
Permit Date: c. 1970
Architect: unknown
(non-contributing structure)

50.
Packard Motor Company Warehouse Building
2338-42 S. Indiana Ave.
Permit Date: 09/07/1915
Architect: Mundie & Jensen

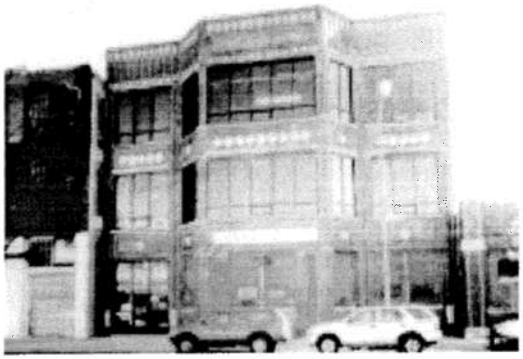


51.
Oneida Truck Co. Showroom and Service Station
60 E. 23rd St./2247 S. Wabash Ave.
Permit Date: 11/17/1919
Architect: Christian Eckstorm

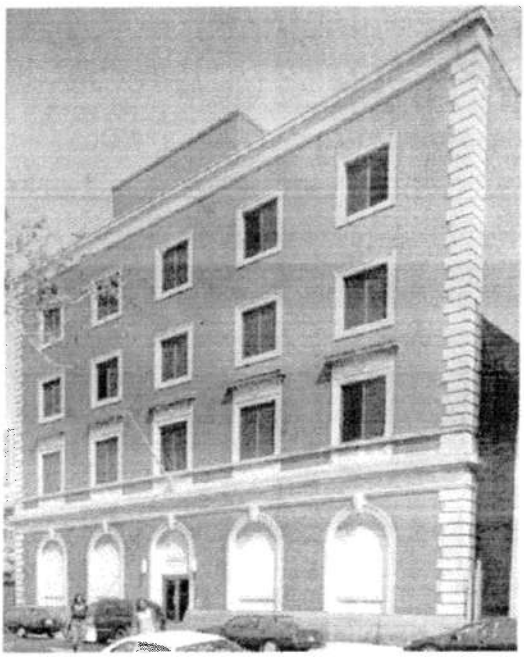
52.
Oneida Truck Co. Showroom and Service Station
2247-51 S. Wabash Ave./60 E.23rd St
Permit Date: 11/17/1919
Architect: Christian Eckstorm



53.
Randolph Motor Car Co. Showroom
2241-45 S. Wabash Ave.
Permit Date: 11/02/1910
Architect: unknown



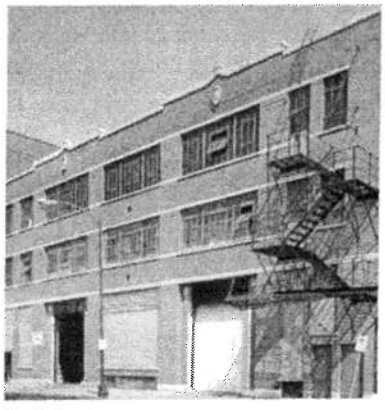
54.
Chicago Telephone Co.
Calumet Office Building
2211-15 S. Wabash Ave.
Permit Date: 11/24/1915
Architect: Holabird and Roche



55.
Chef Luciano's Gourmet Chicken
43-51 S. Cermak Rd./ 2209 S. Wabash
Permit Date: c. 1970
Architect: Unknown
(non-contributing structure)

56.
Building for Harold A. Howard
2234 S. Wabash Ave.
Permit Date: 05/15/1919
Architect: W.L. Stebbings

9.
Hudson Motor Car Co. Showroom
(Wabash Ave. elevation)
2222 S. Michigan Ave.
Permit Date: 04/06/1922
Architect: Alfred Alschuler



10.
Marmon Co. Showroom
(Wabash Ave. elevation)
2232 S. Michigan Avenue
Permit Date: 04/22/1922
Architect: Alfred Alschuler

Acknowledgments

CITY OF CHICAGO
Richard M. Daley, Mayor

Department of Planning and Development
Christopher R. Hill, Commissioner
James Peters, Deputy Commissioner for Landmarks

Project Coordinator
Timothy Barton

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Chicago CartoGraphics: inside front cover, p.38.
Chicago Tribune (Jan. 29, 1911): p. 1.
The American Car Since 1775: p. 2 (top).
Chicago Tribune (Jan. 28, 1912): p. 2 (bot.), inside back cover.
Ford Times (July 1, 1908): pp. 4 (top), 24 (top).
Chicago Tribune (Jan. 1, 1923): pp. 4 (bot.), 14 (top left).
Chicago Tribune (Oct. 8, 1911): p. 7 (top).
Chicago Tribune (Feb 6, 1910): p. 7 (bot.)
Mississippi Valley Packards: p. 8 (top).
Auburn Cord Dusenberg Museum: pp. 8 (bot.), 45 (21), 46, (#s22 and 23).
Chicago Tribune (Feb 7, 1909): p. 11 (bot.)
Architectural Record (April 1910): pp. 13 (top), 17 (bot.), 18 (bot. right), 35 (bot. left), 37 (top), 39 (#s 1 and 3), 40 (#5), 43 (#15), 44 (#s 17 and 18), 45 (#19).
John McCutcheon's Book (1948): p. 13 (bot.)
Fine Arts Journal (Dec. 1915): p. 14 (top right).
Chicago Tribune (Jan. 30, 1921): p. 14 (bot. left).
Detroit Public Library, Automotive History Collection: p. 14 (bot. right).
Chicago's Automobile Row: A Thematic Landmark District: pp. 18 (top left), 22 (bot.), 41 (#9), 46 (#24).
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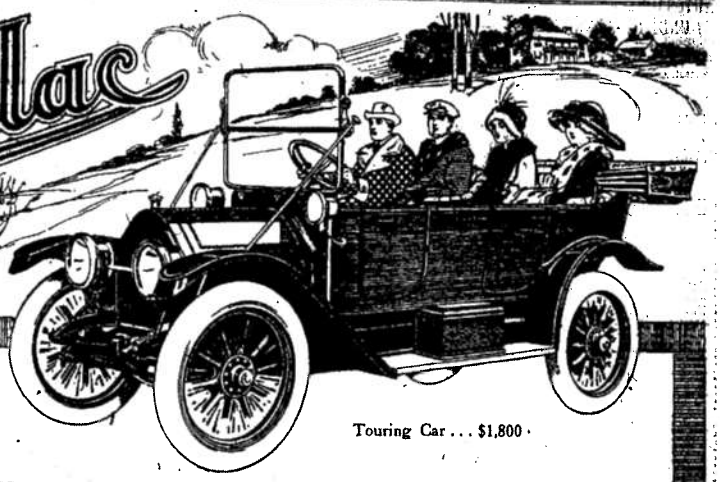
Chicago Historical Society: pp. 18 (bot. left), 37 (bot.), 41 (#s 7 and 8), 43 (#13).
A Half Century of Chicago Building: p. 19.
Motor Age (August 14, 1919): p. 21 (top).
Robert Boettcher, Chicago Historical Society: pp. 21 (bot.).
Chicago Tribune (Dec. 9, 1934): p. 22 (top), 44 (#16).
Chicago Historical Society, Dept. of Architecture: pp. 24 (bot.), 26 (top), 42 (#10), 50 (#34), 51 (#37), 56 (#53).
Sixty Years a Builder: p. 26 (bot.).
The Brickbuilder (Mar. 1913): p. 29.
Rich Hein for the Commission on Chicago Landmarks: p. 32.
Holly Kilgo, School of the Art Institute of Chicago's Historic Preservation Program: p. 35 (top right).
The Jeffrey Service Plan, p. 53 (#44).

Cadillac



Starts itself; it has no crank.

Its own electric power plant, with continuously charging battery, supplies current for ignition, lights and Electric Self Starter.

Touring Car . . . $1,800

The 1912 Cadillac Is the Only Perfected Motor Car

Most cars are dependent upon *human frailties.* They *force you* to exert considerable effort to start the motor, no matter how tired you are. They *require* you to *remember* to charge batteries and gas tanks, when you ought to be *enjoying* the car, *free* of every care. Such a car is far from "perfected."

The 1912 Cadillac *is perfected* beyond *all* other cars. No other car at any price is so complete, so independent, so self-sufficient, so easy to drive and care for, so free from the troubles of motoring. The Cadillac Electric Power Plant, with engine driven dynamo *constantly* charging the storage battery, supplies its *own* current for *ignition*, for *lighting* and for the *Electric Self Starter*. The 1912 Cadillac *has no starting crank.* Anybody who can press a button can run this car. There's nothing to do but *enjoy* it.

This Electric Self Starter *is* an *exclusive* Cadillac feature. It was made a part of the car only after Cadillac engineers had *proved* it would *add reliability* to a car of already *unquestioned* reliability. More than 5,000 1912 Cadillacs are now in the hands of owners and not one has expressed dissatisfaction.

As a test of the Cadillac Electric Starter we removed the spark plugs from a regular stock Cadillac Touring Car so it *couldn't* run on its *engine* power, and pressed the button of the Electric Self Starter. It was *strong* enough to *start* the car and to *run* it *nine-tenths of a mile in fifty-four minutes.* The *electric starter* did this, remember. The engine *supplied no power.* Then we replaced the spark plugs, touched the button, and there was still enough current left to start the engine.

How far will any other car run on its so-called "Starter"? Better find out. It takes *more* than a *few* turns to start *any* engine *at times*—the *very* times you *need* a *real* starter. As to the car itself, ASK ANYBODY.

Service to Cadillac Owners and the New Cadillac Building—a Personal Message from C. H. Foster:

There are nearly 2,000 Cadillacs now running in Chicago. I have had a hand in selling most of them. I can't know *every* Cadillac owner *personally*, but *I am vitally interested* in every one of you and I have definite ideals of a *real* service to Cadillac owners—ideals which this new building now permits me to *realize.*

Every Cadillac owner is *entitled* to *continuous, satisfying* service from his car. Every Cadillac *will give* that service, if cared for at all and properly adjusted.

Keep us advised of how your car is running. Look for our monthly bulletins and suggestions. You'll save money by it, and we are here, ready, heart and soul, to help you enjoy your car at a minimum expense.

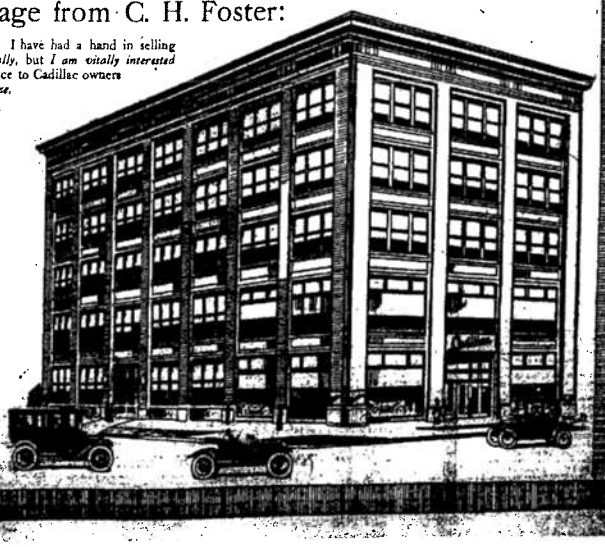
Our new five-story building is now our home, open for your inspection. It is devoted entirely to serving Cadillac owners and prospective owners. It is completely equipped to do any work that any Cadillac owner will ever need done. The equipment is more than ample to handle any probable volume of work. Every man in this organization *knows* the Cadillac, *knows* its reliability, *believes* with me in giving *loyal service* to Cadillac owners.

Please remember this, we want you satisfied, but it is necessary that we should have your co-operation, and if you feel at any time that you haven't received the service that you are entitled to, and that I intend you should have, *let us know about it without hesitation.*

C. H. Foster, President

Cadillac Automobile Co. of Illinois

Cadillac Building
Michigan Boulevard at 22d St.



This 1912 advertisement highlights the Cadillac Building (2300 S. Michigan Ave., map #35) and touts the Cadillac automobile as the "only perfected motor car."

COMMISSION ON CHICAGO LANDMARKS

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Chicago Department of Planning and Development
33 N. LaSalle St., Room 1600, Chicago, IL 60602

312-744-3200; 744-2958 (TDD)
http://www.ci.chi.il.us/landmarks

The Commission on Chicago Landmarks, whose nine members are appointed by the Mayor, was established in 1968. The Commission is responsible for recommending to the City Council which individual buildings, sites, objects, or districts should be designated as Chicago Landmarks which protects them by law.

The landmark designation process begins with a staff study and a preliminary summary of information related to the potential designation criteria. The next step is a preliminary vote by the landmarks commission as to whether the proposed landmark is worthy of consideration. This vote not only initiates the formal designation process, but it places the review of city permits for the property under the jurisdiction of the commission until a final landmark recommendation is acted on by the City Council.

This Landmark Designation Report is subject to possible revision and amendment during the designation process. Only language contained within the designation ordinance recommended to City Council should be regarded as final.

Printed March 2000; revised September 2000